

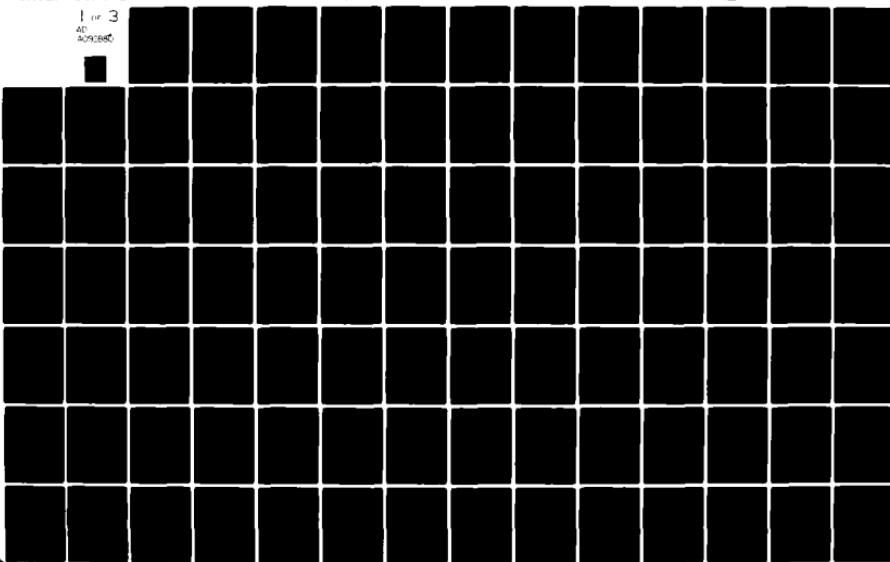
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ISSUES RELATED TO RECRUITMENT OF ENLISTED PERSONNEL FOR THE RES--ETC(U)
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LEVEL II

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ISSUES RELATED TO
RECRUITMENT OF ENLISTED PERSONNEL
FOR THE RESERVE COMPONENTS-

MAJOR FINDINGS AND RECOMMENDATIONS,

1979 TRACKING STUDY

VOLUME I

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September 1980

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EXECUTIVE SUMMARY

This study is the second of an annual series which surveys the propensity of Non-Prior Service individuals (NPS) and Veterans to enlist in the National Guard and Reserve. Data were collected during the Fall of 1979 from 2,473 NPS males and females (ages 17 1/2 to 26) and 1,941 male and female veterans (1st term, eligible for re-enlistment).

The study includes examination of the following issues:

- 1 Current propensity to enlist, and changes in propensity over time,
- 2 Demographic and attitudinal factors that influence propensity to enlist in the various samples,
- 3 Responsiveness to potential enlistment incentives,
- 4 Attitudes toward peacetime draft registration, AND
- 5 Comparison of the propensity data before and after the taking of American hostages in Iran.

MAJOR FINDINGS

Propensity

Overall positive propensities¹⁾ show serious declines:

	PERCENT POSITIVE		RELATIVE DECLINE
	1978	1979	
Non-Prior Service Males	24.7	19.7	-20%
Non-Prior Service Females	12.9	8.8	-32%
Veteran Males	22.1	20.4	- 8%
Veteran Females	N.A.	22.3	N.A.

1) Defined as the individual's expressed likelihood of joining his or her most favored component (Section 4.3).

Positive propensities for the individual components declined in every instance where comparisons are possible (Section 5.1), as follows:

COMPONENT	PERCENT NPS POSITIVE			
	MALES		FEMALES	
	1978	1979	1978	1979
Air Force Reserve	12.4	10.0	7.5	4.9
Air National Guard	10.3	9.4	5.6	3.8
Army National Guard	12.7	11.3	7.0	3.5
Army Reserve	11.0	9.4	6.3	3.9
Marine Corps Reserve	7.2	5.6	4.3	2.3
Navy Reserve	9.6	8.5	5.6	3.5

COMPONENT	PERCENT VETERANS POSITIVE			
	MALES		FEMALES	
	1978	1979	1978	1979
Air Force Reserve	6.9	6.8	N.A.	8.5
Air National Guard	7.6	6.5	N.A.	7.0
Army National Guard	10.9	8.2	N.A.	10.2
Army Reserve	11.4	8.5	N.A.	10.4
Marine Corps Reserve	5.0	4.3	N.A.	3.2
Navy Reserve	5.9	5.3	N.A.	10.9

For all samples, except the veteran females, the positive propensity groups differed significantly from others in three ways. (See Section 5.2.) The positive propensity groups were:

- More likely to have at least one friend who was thinking about joining or who had joined the military.
- More likely to be single.
- More likely to be members of minority groups.

Factors Related to Propensity

Both 1978 and 1979 data show that enlistment propensity is higher if potential enlistees:

- Accept the need for the military.
- Accept the idea of imposing on individuals for the sake of achieving society's goals.
- Feel a desire to work with other people rather than alone.
- Foresee the achievement of important life goals through service in the Guard/Reserve.
- See the Guard/Reserve as offering the opportunity to be a member of a respected team.

- See service in the Guard/Reserve as not entailing great loss of opportunity to engage in other important activities.
- See the Guard/Reserve as a place of sound leadership and little interpersonal conflict.
- See themselves as not yet having made strong commitments to their job situation.
- Perceive approval for enlistment coming from those who are important to them.

Details are discussed in Section 3.7.

The 1979 data show several other important factors related to propensity. For example:

- Beliefs about the availability of jobs and training in the Guard/Reserve and about the value of Guard/Reserve participation on one's resume are associated with enlistment propensity.
- Positive attitudes toward a peacetime draft registration are associated with propensity in the Iranian crisis situation, but not in the pre-hostage taking situation.

Awareness of the Guard/Reserve

The need for Guard/Reserve awareness advertising is indicated by the following:

- The Guard/Reserve are only somewhat differentiated from the active military. (See Section 5.5.)
- Few potential NPS enrollees are aware of the correct length of the enlistment obligation, or the correct length of initial active duty training.
- The active military requirements seem to be projected to the Guard/Reserve. (See Sections 5.3 and 5.4.)
- This lack of differentiation is underscored by the fact that all those in a subsample with positive propensity in 1978, who joined the military, joined the Active Forces; none joined the Guard/Reserve. (See Section 9.6.)

Veterans' Efforts to Enlist in the Guard/Reserve

- Almost half of the veterans checked whether there was a Guard/Reserve unit close enough for them to join, since separation.
- Nine out of ten found such a unit.
- Three out of five that found a unit said it did not have an opening for their skills or training.
- Among all veterans, more than one out of nine had applied to the Guard/Reserve since separation.

Employment and Guard/Reserve Service

- The vast majority of working respondents either do not know of specific company policy toward Guard/Reserve participation, or believe there is none.
- A substantial number of employees (more than 25 percent) believe that there are incompatabilities between Guard/Reserve service and civilian employment.
- Employees who feel that the company policy is positive toward participation in Guard/Reserve are more likely to have positive propensity.
- Those people who feel it would help them in their job to be a member of the Guard/Reserve (i.e., perceive implicit acceptance of Guard/Reserve service by the employer) have a higher propensity to enlist in the Guard/Reserve.

Responsiveness to Enlistment Incentives

Data presented in Section 9.2 show that:

- One-time enlistment bonuses of \$1,000 to \$2,000 are more attractive to most respondents than is educational assistance of \$500 to \$1,000 for each of four years. However, men in school or whose plans further education depend on educational assistance differ; they prefer educational incentives.
- NPS males who originally show negative propensity but who then show positive propensity, with either the \$1,000 per year educational assistance or the \$2,000 bonus are:
 - Older
 - Higher in educational attainment
 - More likely to own their own home

Iran

- In reaction to the hostage taking in Iran, propensity among NPS men and women rises somewhat, but not significantly so. (See Section 7.0.)

Peacetime Draft Registration

- At the time of the survey -- before the President's State of the Union address calling for peacetime draft registration -- such a requirement for 18-year-old men was acceptable to the majority of

NPS respondents. Fewer would accept registration of all 18 year olds. (See Section 9.1.)

	Favorable Toward Men Only	Registration of All
NPS Males	62%	50%
NPS Females	55%	33%

Persistence of Positive Propensity

Data from the subsample interviewed both in 1978 and in 1979 show a net decrease in propensity. (See Section 9.5.)

- Two out of three respondents with positive propensity in 1978 moved to negative propensity in 1979.
- Only one out of nine respondents with negative propensity in 1978 moved to positive propensity in 1979.

RECOMMENDATIONS

From the factors associated with propensity, a set of recommendations to enhance Guard/Reserve recruitment and accession have been developed. These are described fully, with accompanying rationales, in Section 10.0. Recommendations A, B, H and I were developed in the previous report, and remain appropriate now.

Increasing Positive Propensity Levels

RECOMMENDATION A: Stress pride and team membership in the local Guard and Reserve units.

RECOMMENDATION B: Encourage current Guardsmen and Reservists to introduce friends to the opportunities in the Guard/ Reserve.

RECOMMENDATION C: Reduce distrust of job training promises.

Promises of job training and of specific job specialties are important incentives for enlistment in the Guard/ Reserve, but peer reports of unfulfilled promises are an important disincentive. Recruiters should acknowledge the possibility that a potential enlistee may not get a particular desired job. They should emphasize to the potential enlistee that the effort to place the recruit in an MOS within an interesting cluster of jobs matched to his or her skills, to the extent compatible with the needs of the Guard/Reserve.

RECOMMENDATION D: Establish a program for active, continuous dissemination of information on employer policies toward the Guard/Reserve.

The National Committee for Employer Support of the Guard and Reserve seems to have been effective in reaching management and in promoting company policies favorable toward participation in the Guard/Reserve. More effort should now be directed toward ensuring that first line supervisors know the company policies toward participation in the Guard/Reserve, and are certain of the company desires that these policies be translated into positive action.

RECOMMENDATION E: Convert negative propensity individuals to positive through the use of incentives.

Enlistment incentives have the potential of converting a large number of potential enlistees from negative propensity to positive propensity. Furthermore, those so converted may be highly desirable accessions, because they are likely to have a relatively high level of educational attainment.

Increasing the Conversion of Individuals with Positive Propensity into Accessions

RECOMMENDATION F: Enhance the ability of recruiters to serve as career counselors to NPS individuals.

Qualitative data show that successful recruiters play the role of personal, social, and psychological counselor very well, and that the help provided by such recruiters is thought valuable and is welcomed by people in late adolescence and early adulthood.

Some recruiters are not comfortable in such a role, however. Appropriate selection and training can enhance recruiter functioning in such a role, with positive effects on recruiter ability to gain the trust of potential enlistees.

RECOMMENDATION G: Utilize the group process to a greater degree to relieve potential enlistees' feelings of being pressured.

To further create a willingness of the positive propensity person to talk to a recruiter, opportunities should be created to meet him in a group with other prospects of like mind. Such group contacts would relieve respondent anxiety over the pressures of one-to-one encounters and the fears of being pressed to make premature commitments. The presence of like-minded people usually eases such anxiety and facilitates the exploration of problems common to persons facing the same decision, such as whether or not to enlist in the Guard/Reserve.

Increasing the Length of Time an Individual Continues to have
a Positive Propensity

RECOMMENDATION H: Change requirements for service and target the 19 to 21 year old segment of NPS males and females.

RECOMMENDATION I: Position the Guard/Reserve as local and part-time forces with some community service functions.

RECOMMENDATION J: Emphasize career counseling in all Active and Reserve components.

There are significant differences in propensity and in related attitudes among male veterans from different branches of the active forces. Air Force and Marine Corps veterans have consistently more positive views of Guard/Reserve service than do Army and Navy veterans. An analysis of other characteristics of the different groups suggests that career counseling programs may be a contributing factor. In particular, veterans of the Marine Corps and of the Air Force were most likely to have had early contact with a career counselor (more than 10 months before separation), and were most likely to say their discussions with the career counselor were helpful. (See Section 8.4.)

It is suggested that the Army Guard and Reserve and the Navy Reserve could also benefit from earlier career counselor contact with personnel prior to separation.

SUMMARY REPORT

1.0 ORIENTATION

This report focuses on particular issues relating to the accession of enlisted personnel in the National Guard and Reserve forces.

The study reported is the third in a series. The first established the procedures necessary for efficient completion of the study and delineated the substantive issues to be addressed. The second obtained baseline data on the proportion of the target populations with positive propensity toward enlistment, and their associated attitudinal and demographic characteristics. This report tracks the propensity to enlist in the Guard/Reserve and associated demographic and attitudinal characteristics. Information is also provided about additional variables included resulting from focus group data, qualitative analysis, and expressed concerns of DoD personnel.

The data for this study were collected from approximately 1,500 NPS men, 1,000 NPS women, and 2,000 Veterans. Approximately 1,550 Veterans were men, including 450 each with prior service in the Army, Navy or Air Force, and 200 with prior service in the Marine Corps. The remaining Veterans were women, equally divided among those with prior service in the Army, Navy, or Air Force.

Half of the NPS data were collected before American hostages were taken in Iran. The other half of the data was collected after the Iranian crisis began. For tracking purposes only, the NPS data collected prior to the Iranian crisis are used. Data for the other half were used to analyze the impact of the crisis on propensity to enlist in the Guard/Reserve and on associated variables. Those results are commented on in a separate section.

2.0 STUDY DOCUMENTATION AND APPROACH

2.1 Organization of Report

The report on the 1979 Guard/Reserve Tracking Study is presented in three volumes.

Volume I provides an integrated discussion of those results which are important to understanding the current level of propensity to enlist in the Guard/Reserve, the significant factors affecting propensity, the implications of the results for accessions, and recommendations for enhancing recruitment effectiveness.

Volume II provides the basic data on all questions posed to the respondents in 1979, with annotated highlights. The reader should consult that volume for quantification of results described here.

Volume III provides a full discussion of the study methods and also contains the data tape documentation.

2.2 Approach to Volume I

The goals of this volume of the report are to provide a useful summary interpretation of the data and appropriate recommendations for dealing with problems identified in the data.

The interpretation of the data and the development of appropriate recommendations can be greatly enhanced by use of a comprehensive model of the enlistment process. Such a model offers a context within which critical determinants of enlistment behavior can be identified, and thus provides some indication of those variables that should be attended to and tracked in various studies. Previous work in this series has yielded just such a model, drawing both upon the work of other researchers and upon the data gathered earlier in this series.

Therefore, the previously-developed model of the basic enlistment process will be presented first. This will provide the background for further discussion in this summary volume.

Second, the highlights of the current data appropriate to the enlistment model will be presented. This presentation will include a review of data on enlistment propensity, on factors related to enlistment propensity, and on the relationships themselves. (As noted earlier, complete data tables are available in a companion volume. These tables give responses for each question in the study, by sample, for each year. They also give the proportion of each response group with positive enlistment propensity.)

Third, some significant factors not presently included in the enlistment process model will be reviewed. In particular, this review will focus on sample differences: It will highlight major differences between NPS men and NPS women, between NPS individuals and Veterans, and between groups of male Veterans distinguished by their previous branch of service. It will also highlight differences between NPS samples interviewed before the onset of the hostage-taking in Iran and those interviewed afterwards. (All Veterans were interviewed after the Iran crisis had begun.)

Fourth, additional issues of current interest to DoD will be addressed to the extent possible within the framework of the approach and the data available. Among these issues are:

- . Reactions to a peace-time draft registration requirement,
- . Projected reactions to various enlistment incentives,
- . Validity of the measurement of propensity, and
- . Behavioral steps toward enlistment.

Finally, recommendations for enhancing Guard/Reserve recruiting and accessions effectiveness will be offered, together with the pertinent rationale for each.

3.0 THE ENLISTMENT PROCESS MODEL

Enlistment is viewed in some quarters as a more or less random event. According to that view, a young man or woman tends to enlist in the Armed Services largely on a spur of the moment decision -- because of a problem at home, because a friend brought him or her along to a recruiter, or because a recruiter was particularly persuasive or offered a particularly enticing bonus. This view is generally enhanced by individual discussions with recent enlistees, and even by focus groups with such personnel. This is understandable, for few individuals view themselves as typical and predictable, and most focus on unique aspects of their experience in order to explain their behavior.

One value of a survey such as this is to allow the comparison of many individuals on a standard set of questions. The results of earlier studies in this series demonstrate beyond doubt that the decision process is a rational one: It can be modelled reliably with a high degree of statistical confidence for a given group at a given time.

This model that has emerged in this research is a process model. It is based on evidence showing that the enlistment decision is not momentary, but rather takes place over time. First, an individual must have certain basic attitudes that predispose him or her toward activity, participation in groups, and an acceptance of the military as a part of national life.

Second, the individual must believe that the overall benefit-cost ratio for participation in the Guard/Reserve is positive. That is, the individual must feel that service would enhance the achievement of various life goals, such as gaining recognition and status. The individual must also feel that the opportunity costs of service -- such as loss of personal time for socializing -- are relatively low. (The claim is not that each individual calculates

the benefit-cost ratio explicitly, but that -- if asked to react to appropriate questions -- the individual would respond positively.)

Attitudes and perceptions are determined in part by the demographic characteristics of the individual, but not entirely. For example, Guard/Reserve service may enhance a person's opportunity to learn a trade or specialty, particularly if other such opportunities are not open to that person. Thus, a black or hispanic may be attracted to Guard/Reserve service because opportunities it offers that person are better than those in civilian pursuits. The model focuses on his or her perceptions of opportunity, not his or her race or ethnicity.

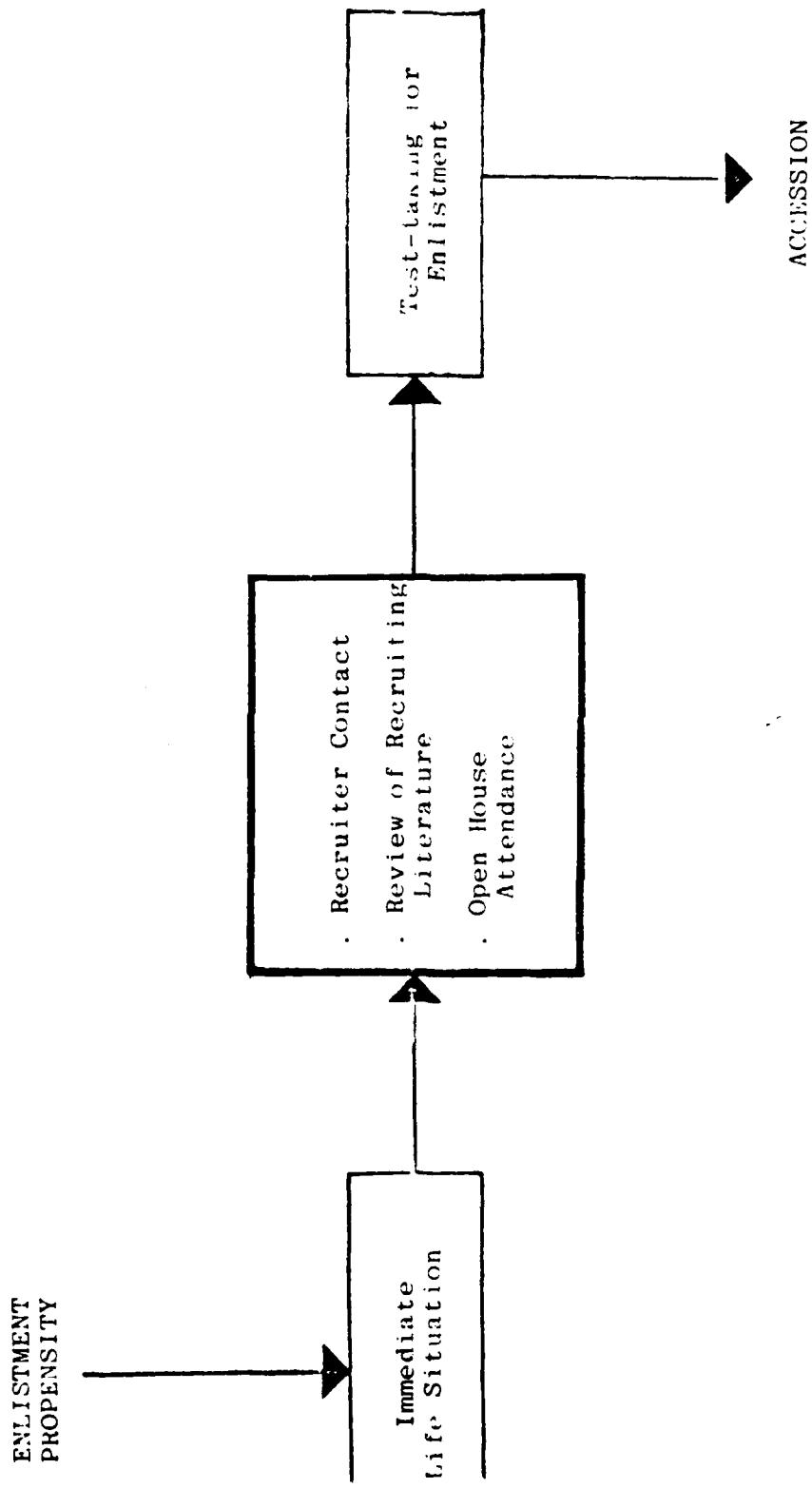
The factors thus far reviewed set the context for the individual attitude toward Guard/Reserve service. The remainder of the process is shown schematically in Figure 3-1, beginning with the enlistment propensity based on attitudes and perceptions.

Enlistment propensity measures the perceived likelihood of serving in a Guard/Reserve component. Additional factors relate to the immediate life situation of the individual, such as:

- Employment status,
- Whether or not currently in school,
- Marital status, and
- Degree of social support for enlistment.

These factors delineate the existence of barriers that may decrease the propensity to enlist of someone with positive attitudes toward Guard/Reserve service. They also delineate the incentives for acting upon positive attitudes toward service. Most advertising and promotion activities may be considered under this rubric.

FIGURE 3-1. STEPS IN THE CONVERSION OF PROPENSITY TO ENLISTMENT TO ACCESSION



The final set of factors deals with the conversion of enlistment propensity into actual accession. It involves a close analysis of the behavioral steps involved, such as attendance at open houses, individual interviews between prospects and recruiters, and the completion of forms and tests, prior to official induction.

The first several factors can be addressed through the use of the survey data in this study. The last factors can be studied both in those survey data and in reinterview data from respondents originally interviewed in an earlier study in this series.

4.0 METHODS

4.1 Method

The data were collected in telephone interviews of approximately thirty minutes duration.

4.2 Samples

The samples were drawn to represent several important groups of potential enlistees in the Guard/Reserve. They include:

- . NPS men, 17 1/2 to 26 years of age,
- . NPS women, 17 1/2 to 26 years of age,
- . PS men, eligible for reenlistment, but not in the Selected Reserve at present, with time remaining under their initial six-year obligation, and
- . PS women, with the same characteristics as the PS men.

These samples differ somewhat from those of the baseline study. First, college graduates are included in this year's NPS samples. As the size of the total NPS pool in the appropriate age range decreases (the effects of the so-called "baby bust" that will become increasingly apparent in the next decade), Guard/Reserve accessions are likely to rely increasingly upon older persons and those who have completed more formal education. It is important to begin assessing and tracking the propensity and enlistment-related attitudes of such persons.

Second, PS women are included in this study for the first time. As the number of women Veterans becomes appreciable, Guard/Reserve units will, for the first time, have the opportunity to fill a substantial portion of their openings with such personnel. Again, it is important to begin assessing and tracking the propensity and attitudes of these persons, if appropriate advertising and promotion of Guard/Reserve opportunities is to be communicated to that market.

Third, the PS samples are structured to provide substantial representation of Veterans from each branch. Earlier studies allowed for each branch to be represented in proportion to its total separations; this resulted in samples that were dominated by Army Veterans. The present approach permits more reliable estimates of non-Army Veteran attitudes and -- among PS men -- comparison of attitudes as a function of previous branch of service.

The samples of NPS men and women were drawn through random digit dialing procedures, to represent geographic areas served by Army Reserve Centers in the 48 contiguous states. The samples of Veterans were drawn to represent all those with positive re-enlistment codes who were separated within the appropriate time frame. (Further detail on the sampling methods and procedures are available in a companion volume to this.)

4.3 Questionnaire

The questionnaire includes a core section, designed to allow cross-year comparisons and to assess relevant trends within the context of the model presented. It also contains a "floating" section, designed to allow the study of issues of particular interest in a given year.

Enlistment propensity is measured early in the interview, after brief series of questions determining the respondent's educational history and job history. The respondent is asked to indicate in turn his or her likelihood of joining each National Guard or Reserve component (other than the Coast Guard Reserve), on a four-point scale, running from "definitely enlist" to "definitely not enlist." A single index is used to summarize these data into one measure of enlistment propensity. This is simply the most positive answer given by the respondent to any of the Guard/Reserve components. Thus, for example, if a respondent says she would definitely enlist in the Army Reserve, and probably not enlist in any other component, her summary propensity score would be "definitely," just as it would if she had answered "definitely" to each and every component. A single question is

also asked, regarding the likelihood of joining the Active Forces. (In actuality, it should be noted, the expressed likelihoods of joining various components are highly correlated (well above .70 for the NPS samples, and above .50 for the Veterans). Indeed, the expressed likelihood of joining Guard/Reserve components or the Active Forces are also correlated at about the same levels in each of the samples.)

The questions directly following the measurement of enlistment propensity focus on enlistment-related behaviors, including discussion of enlistment with relatives and friends, and advertising recall. Next, the perception of job availability in the Guard/Reserve is explored, as is knowledge about duty requirements. (Veterans are asked to characterize their period of service, and their experiences since leaving service.)

The respondent is next asked about work-related barriers to enlistment and a variety of pertinent attitudes and beliefs, including draft-related attitudes. Finally, he or she is asked to describe his or her demographic characteristics, such as age and marital status. (Copies of the questionnaire appear in the appendix to this volume. A more complete review of the questionnaire and the related interviewer training procedures may be found in the companion volume. A separate brief volume describes the focus group data that led to many of the questionnaire items.)

4.4 Sample Demographics

The demographic characteristics of each sample are presented in Table 4-1. With the exception of those demographics affected by changes in the sample definitions (i.e., education of the NPS respondents), these are highly similar to those of the 1978 samples. Demographic differences between subsets of each sample with different levels of enlistment propensity are discussed in Section 5.

TABLE 4-1. CHARACTERISTICS OF THE OBTAINED SAMPLES ON SELECTED DEMOGRAPHICS

DEMOCRAPHICS	SAMPLE			
	NPS		VETERANS	
	MALES	FEMALES	MALES	FEMALES
BASE	721	659	1536	395
Average age	21y/3m	21y/4m	23y/11m	25y/1m
<u>Ethnicity</u>				
White	83.1%	81.5%	87.2%	86.2%
Black	8.0%	11.2%	6.4%	9.7%
Hispanic	3.7%	2.1%	3.2%	3.1%
Other	5.2%	5.2%	3.2%	1.0%
<u>Education</u>				
Less than high school graduate	21.9%	21.1%	5.0%	0.9%
High school graduate	41.5%	44.0%	61.1%	39.0%
Some college	25.3%	24.3%	31.4%	52.8%
College graduate	11.4%	10.7%	2.5%	7.3%
Now attending school	38.3%	35.8%	34.1%	49.7%
Average grades in high school	B-	B	B-/C+	B
<u>Family Situations</u>				
Married	26.4%	34.4%	48.6%	43.3%
Average number of dependents	0.57	0.64	2.00	1.55
Own home and not living with parents	17.9%	21.5%	24.6%	22.2%
Have mothers with at least some college	21.1%	22.0%	15.8%	25.8%
Have fathers with at least some college	26.8%	30.2%	20.4%	28.6%
Number of siblings ¹⁾	1	2	2	2
Oldest child in family	26.4%	24.0%	28.2%	21.7%
<u>Employment</u>				
Employed	77.8%	63.0%	85.2%	65.9%
Employed and satisfied with job	66.4%	53.7%	72.2%	56.4%
Unemployed and looking for work	12.3%	13.7%	7.4%	8.7%
Likely to work in factory in next few years	25.0%	15.6%	27.6%	11.5%
Perceive difficulty in finding appropriate job	57.5%	62.0%	61.2%	60.0%
<u>Military Contact</u>				
Have applied to Guard/Reserve	3.2%	1.1%	10.6%	13.9%
Had contact with Guard/Reserve recruiter	6.5%	3.8%	26.1%	25.8%
Father career military	14.2%	14.3%	9.2%	11.8%
Sibling in military	26.8%	26.8%	42.3%	45.5%
Had friend in or considering military	32.3%	27.6%	37.8%	41.2%
<u>Past Military Service</u>				
Satisfied with MOS	N.A.	N.A.	68.9%	71.9%
Satisfied with service	N.A.	N.A.	67.2%	75.6%

1) Mode.

5.0 COMPARABILITIES (1978 - 1979)

5.1 Propensity to Enlist

Enlistment propensity -- the summary index described in Section 4.3 -- is consistently lower in the 1979 samples than in 1978. The proportion of NPS respondents with positive propensity has shrunk by 20 to 30 percent. The proportion of male Veterans with positive propensity has also shrunk, but less drastically. The differences between NPS samples are exaggerated slightly by the inclusion of college graduates in the present data; they remain at much the same level even when college graduates are excluded from the analysis, however.

The 1979 propensity rates are also lower in every one of the 18 possible 1978 - 1979 comparisons of propensity to join a particular component (female Veterans were not interviewed in 1978).

5.1.1 NPS Men

The propensity of NPS men to enlist in the Guard/Reserve is shown in Table 5-1. These data indicate that 19.7 percent of all men have a positive propensity to enlist in at least one National Guard or Reserve component; in the 1978 sample, 24.7 percent of the NPS men had a positive propensity. Even with the exclusion of those men in the present sample who are college graduates, only 21.2 percent of this year's sample have a positive propensity.

The demographic characteristics of the positive and negative propensity groups were also examined. Compared to NPS men with negative propensity those with a positive propensity to enlist in a Guard/Reserve component:

- . have less formal education,
- . are more likely to be currently attending school,
- . are younger,
- . are less likely to be currently employed,

TABLE 5-1. PROPENSITY TO ENLIST IN THE GUARD/RESERVE — NON-PRIOR SERVICE MALE SAMPLE

PROPENSITY	1978	1979
BASE	1491	721
Definitely enlist	3.4	1.9
Probably enlist	21.3	17.8
Probably not enlist	34.3	36.3
Definitely not enlist	41.1	44.0
Mean ¹⁾	3.13	3.22
Standard deviation	0.86	0.80
Standard error	.022	.030

TABLE 5-2. PROPENSITY TO ENLIST IN EACH GUARD/RESERVE COMPONENT AND IN THE ACTIVE MILITARY — NON-PRIOR SERVICE MALE SAMPLE

COMPONENT	PERCENT FAVORABLE		MEAN PROPENSITY ¹⁾	
	1978	1979	1978	1979
BASE	1491	721	1491	721
Army National Guard	12.7	11.3	3.36	3.38
Army Reserve	11.0	9.4	3.39	3.42
Air National Guard	10.3	9.4	3.40	3.41
Air Force Reserve	12.4	10.0	3.36	3.40
Navy Reserve	9.6	8.5	3.41	3.45
Marine Corps Reserve	7.2	5.6	3.48	3.50
Active Military	12.3	11.4	3.36	3.41

1) 1 = Definitely enlist
2 = Probably enlist
3 = Probably not enlist
4 = Definitely not enlist

- are less likely to own their own home,
- are more likely to have fathers who were career military,
- are more likely to have at least one good friend who was thinking about joining or who had joined the military,
- are more likely to be single, and
- are more likely to be members of minority groups.

The only factor studied that differentiated between the groups in 1978, but not in 1979, is reported grades in high school. In this year's sample, there is no significant difference in the reported grades of the two groups.

Table 5-2 shows the propensity of the NPS men to enlist in each of the National Guard and Reserve components, and in the Active Military. The propensity to join particular Guard/Reserve components is ordered the same as in 1978 among male NPS respondents. The Army National Guard is most preferred, and the Air Force Reserve second-most preferred.

5.1.2 NPS Women

The propensity of NPS women to enlist in the Guard/Reserve is shown in Table 5-3. These data indicate that 8.8 percent of all women have a positive propensity to enlist in at least one National Guard or Reserve component; in the 1978 sample, 12.9 percent of the NPS women had a positive propensity. Even with the exclusion of women in the present sample who are college graduates, only 8.9 percent of this year's sample have a positive propensity.

TABLE 5-3. PROPENSITY TO ENLIST IN THE GUARD/RESERVE — NON-PRIOR SERVICE FEMALE SAMPLE

PROPENSITY	1978	1979
BASE	1495	659
Definitely enlist	2.1	1.2
Probably enlist	10.8	7.6
Probably not enlist	25.2	31.7
Definitely not enlist	61.9	59.5
Mean ¹⁾	3.47	3.50
Standard deviation	0.77	0.69
Standard error	.020	.027

TABLE 5-4. PROPENSITY TO ENLIST IN EACH GUARD/RESERVE COMPONENT AND IN THE ACTIVE MILITARY — NON-PRIOR SERVICE FEMALE SAMPLE

COMPONENT	PERCENT FAVORABLE		MEAN PROPENSITY ¹⁾	
	1978	1979	1978	1979
BASE	1495	659	1495	659
Army National Guard	7.0	3.5	3.60	3.62
Army Reserve	6.3	3.9	3.62	3.62
Air National Guard	5.6	3.8	3.63	3.62
Air Force Reserve	7.5	4.9	3.60	3.60
Navy Reserve	5.6	3.5	3.64	3.63
Marine Corps Reserve	4.3	2.3	3.67	3.66
Active Military	6.5	3.7	3.64	3.65

1) 1 = definitely enlist
2 = probably enlist
3 = probably not enlist
4 = definitely not enlist

The demographic characteristics of the positive and negative propensity women were also examined. Compared to NPS women with negative propensity, those with positive propensity to enlist in a Guard/Reserve component:

- are more likely to be currently attending school,
- are younger,
- are more likely to have talked to a Guard/Reserve recruiter,
- are less likely to own their own home,
- are more likely to have fathers who were career military,
- have fewer dependents,
- are more likely to have at least one good friend who was thinking about joining or who had joined the military,
- are more likely to be single, and
- are more likely to be members of minority groups.

No significant differences between positive and negative groups emerge this year in level of formal education attained or in the number of siblings, as did emerge in 1978. Significant differences do emerge this year in previous family military involvement and in the number of dependents, in contrast to 1978.

Table 5-4 shows the propensity of the NPS women to enlist in each of the National Guard and Reserve components, and in the Active Military. The propensity to join particular Guard/Reserve components has changed somewhat among female NPS respondents since 1978. The Air Force Reserve remains the most preferred. The Army Reserve is now second-most preferred. Last year the Army National Guard was second-most preferred; this year it ranks fourth.

5.1.3 Veterans

The propensity to enlist for the male Veterans and the female Veterans is shown in Table 5-5. These data indicate that 20.4 percent of the male Veterans have a positive propensity to enlist in at least one National Guard or Reserve component; in the 1978 sample, 22.1 percent of the male Veterans had a positive propensity.

The data also indicate that 22.3 percent of the female Veterans have a positive propensity to enlist in at least one National Guard or Reserve component; comparable figures from 1978 are not available.

The demographic characteristics of the positive and negative propensity groups were again examined. Compared to male Veterans with negative propensity, those with a positive propensity:

- are more likely to believe that finding an appropriate job is difficult,
- are more likely to have talked to a Guard/Reserve recruiter,
- have more dependents,
- are more likely to have at least one good friend who was thinking about joining or who had joined the military,

TABLE 5-5. PROPENSITY TO ENLIST IN THE GUARD/RESERVE -- WEIGHTED VETERANS SAMPLES

PROPENSITY	MALES		FEMALES
	1978	1979	1979
BASE	1498	1536	395
Definitely enlist	2.2	1.8	2.0
Probably enlist	19.9	18.6	20.3
Probably not enlist	23.2	27.0	26.3
Definitely not enlist	54.7	52.6	51.4
Mean ¹⁾	3.30	3.30	3.27
Standard deviation	0.86	0.83	0.85
Standard error	.022	.021	.043

TABLE 5-6. PROPENSITY TO ENLIST IN EACH GUARD/RESERVE COMPONENT AND IN THE ACTIVE MILITARY — WEIGHTED VETERANS SAMPLES

COMPONENT	PERCENT FAVORABLE			MEAN PROPENSITY ¹⁾		
	MALES 1978	1979	FEMALES 1979	MALES 1978	1979	FEMALES 1979
BASE	1498	1536	395	1498	1536	395
Army National Guard	10.9	8.2	10.2	3.55	3.57	3.54
Army Reserve	11.4	8.5	10.4	3.55	3.57	3.53
Air National Guard	7.6	6.5	7.0	3.60	3.59	3.59
Air Force Reserve	6.9	6.8	8.5	3.61	3.60	3.55
Navy Reserve	5.9	5.3	10.9	3.66	3.65	3.56
Marine Corps Reserve	5.0	4.3	3.2	3.70	3.69	3.76
Active Military	7.1	8.4	10.2	3.63	3.58	3.58

1) 1 = definitely enlist
 2 = probably enlist
 3 = probably not enlist
 4 = definitely not enlist

- are more likely to be single, and
- are more likely to be members of minority groups.

As in the comparison of NPS female groups, no significant difference emerges this year in level of formal education, as did emerge in 1978. The difference in perception of the difficulty of obtaining an appropriate job did not emerge in 1978, nor did the differences in recruiter contact or the number of dependents. It is possible that the difference in perception of job attainment represents an early effect of the downturn in the general economy in an age group that is highly involved in the labor market (as opposed to the age segment tapped in the NPS samples). The effects of recruiter contact may be a secondary effect of changes in the labor market, or perhaps the result of more effective recruiter efforts. It also seems that two contrasting groups of male Veterans are attracted to the Guard/Reserve, those who are single and those with several dependents. The present economic context may also bring the number of dependents into prominence as a factor in decisions such as whether or not to enter the Guard/Reserve.

In the comparison of female Veteran groups, only two differences emerge. Compared to those with negative propensity, female Veterans with a positive propensity:

- report having had lower grades in high school, and
- are more likely to be members of minority groups.

This sample was not studied in 1978.

Table 5-6 shows the propensity of the Veterans to enlist in each of the National Guard and Reserve components, and in the Active Military. The order of preference among male Veterans has

shifted somewhat since 1978, and differs somewhat from that of females, as well. Those analyses are based on the total sample of Veterans, as weighted by the number of separations from each branch of the Active Forces.

Table 5-7 provides a more appropriate analysis, for the male Veterans. It shows the mean propensity to enlist in each National Guard and Reserve component and in the Active Military as a function of the male Veteran's branch of service. In general, male Veterans say they are most likely to join a Guard/Reserve unit associated with their previous branch of service. Overall, former Marines have the highest level of enlistment propensity.

5.2 Comparison of Samples

There are no large differences between the propensity levels of female Veterans (22.3 percent), male Veterans (20.4 percent), and NPS men (19.7 percent). As in 1978, NPS women have the lowest propensity of the samples studied (8.8 percent in 1979).

Table 5-8 summarizes the comparisons of demographic characteristics between the positive and negative propensity groups within each of the samples. Inspection of these data shows that female Veterans differ from the other samples. Minority racial status is the only distinguishing trait shown by positive propensity members of this sample that is also a distinguishing feature of positive propensity members of other samples. Other common distinguishing factors may be lacking because the new and challenging nature of participation in the Active Forces attracted a group of individuals far different from the norm.

TABLE 5-7. MEAN PROPENSITY TO ENLIST IN EACH GUARD/RESERVE, COMPONENT AND IN THE ACTIVE MILITARY AS A FUNCTION
OF PREVIOUS BRANCH OF SERVICE -- MALE VETERANS SAMPLE

PREVIOUS BRANCH OF SERVICE	MEAN PROPENSITY ¹⁾ BY COMPONENT						
	ARMY NATIONAL GUARD	AIR NATIONAL GUARD	ARMY RESERVE	AIR FORCE RESERVE	MARINE CORPS RESERVE	NAVY RESERVE	ACTIVE MILITARY
Air Force	3.63	3.44	3.65	3.35	3.80	3.72	3.60
Army	3.50	3.60	3.46	3.62	3.74	3.70	3.58
Marine Corps	3.59	3.59	3.67	3.64	3.21	3.64	3.52
Navy	3.69	3.71	3.74	3.73	3.81	3.43	3.61

- 1) 1 = definitely enlist
 2 = probably enlist
 3 = probably not enlist
 4 = definitely not enlist

TABLE 5-8. COMPARISON OF DEMOGRAPHIC CHARACTERISTICS OF POSITIVE AND NEGATIVE PROPENSITY GROUPS -- ALL SAMPLES

DEMOGRAPHIC	SAMPLE			
	NPS		VETERANS	
	MALES	FEMALES	MALES	FEMALES
Educational level	**	n.s.	n.s.	n.s.
Currently attending school	**	**	n.s.	n.s.
Age	**	**	n.s.	n.s.
Employment status	**	n.s.	n.s.	n.s.
Perceived difficulty of finding job	n.s.	n.s.	**	n.s.
Recruiter contact	n.s.	**	**	n.s.
Own home	**	**	n.s.	n.s.
Father career military	**	**	n.s.	n.s.
Number of dependents	n.s.	**	**	n.s.
Grades	n.s.	n.s.	n.s.	**
Number of siblings	n.s.	n.s.	n.s.	n.s.
Oldest child in family	n.s.	n.s.	n.s.	n.s.
Friend thinking/joined military	**	**	**	n.s.
Marital status	**	**	**	n.s.
Ethnicity	**	**	**	**

n.s. Not significant in differentiating positive and negative propensity individuals.

** Significant ($p < .05$) in differentiating positive and negative propensity individuals.

Excluding female Veterans from further consideration in the comparison of samples, it can be seen that three factors characterize the positive propensity group in each sample. These people are:

- more likely to have at least one friend who was thinking about joining or who had joined the military,
- more likely to be single, and
- more likely to be members of minority groups.

Family position (birth order) and number of siblings are the only variables that do not significantly differentiate the positive and negative propensity groups for any sample.

Two differences may be noted in comparing this summary of characteristics with that seen in 1978. First, formal educational attainment differentiated only among NPS males this year. Second, number of dependents is differentiating for NPS females and for male Veterans, but in opposite directions: NPS females are apparently tied down by dependents, while Veteran males are motivated to consider enlistment in the Guard/Reserve. Number of dependents is not differentiating among NPS males, perhaps because the motives described above are mixed for members of this group.

5.3 Perceived Length of Enlistment Required

Perceptions of the required length of enlistment by NPS men and NPS women are shown in Tables 5-9 and 5-10, respectively.

Relatively few respondents know the lengths of training required by the different military components. The modal NPS respondent believes that the Active Military requires a two-year enlistment. The modal NPS respondent says he or she does not know the length of enlistment required in the National Guard or Reserves. As in 1978, the proportion of men responding "don't

TABLE 5-9. PERCEPTIONS OF REQUIRED LENGTHS OF ENLISTMENT -- NON-PRIOR SERVICE MALE SAMPLE

REQUIRED LENGTH OF ENLISTMENT	FOR ACTIVE MILITARY		FOR GUARD/RESERVE	
	1978	1979	1978	1979
BASE	1491	721	1491 ¹⁾	721
Less than one year	1.3	1.4	2.3	1.9
1 year	5.2	4.6	6.3	6.1
2 years	30.3	31.1	21.5	24.4
3 years	22.6	23.3	11.2	8.9
4 years	24.3	24.8	15.2	13.6
5 years	1.3	1.0	2.6	2.4
6 years	1.9	0.7	13.0	14.1
7 or more years	0.6	0.6	1.5	2.5
Don't know	12.4	12.6	26.4	26.1

TABLE 5-10. PERCEPTIONS OF REQUIRED LENGTHS OF ENLISTMENT -- NON-PRIOR SERVICE FEMALE SAMPLE

REQUIRED LENGTH OF ENLISTMENT	FOR ACTIVE MILITARY		FOR GUARD/RESERVE	
	1978	1979	1978	1979
BASE	1495	659	1495 ¹⁾	659
Less than one year	1.4	1.2	2.3	2.4
1 year	6.4	5.5	8.4	7.3
2 years	33.4	33.8	24.8	24.6
3 years	15.0	15.8	8.8	9.9
4 years	20.0	23.4	13.9	17.8
5 years	0.6	1.2	2.0	1.5
6 years	1.2	2.0	6.9	6.7
7 or more years	0.5	0.3	1.2	0.9
Don't know	21.4	16.8	31.7	29.0

1) In 1978, separate questions were asked for the National Guard and the Reserves. Responses to both questions have been combined.

"know" with respect to Guard/Reserve requirements is roughly twice as great as that responding "don't know" with respect to Active Forces requirements. (The ratio is not quite as great among women, since so many more also respond "don't know" with respect to Active Forces requirements.) Among those who do respond to the question on Guard/Reserve requirements, the mode is again two years, suggesting a tendency to answer this question on the basis of assumed knowledge about Active Force requirements. Information about recent changes in program structures available seem not to have reached the NPS market as a whole.

Among NPS men, almost the same proportion of those responding with a time period know the required length of enlistment for the Active Military is three to four years as did in 1978 (55.0 percent in 1979, 53.6 percent in 1978). Similarity is also high in the proportion of those responding with a time period who identify the required enlistment period for Guard/Reserve service as six years (19.1 percent in 1979; 17.7 percent in 1978).

The comparable figures among NPS women are also similar from year to year. The Active Military requirement is identified as three to four years by 47.1 percent of women responding with a time period in 1979, and 44.7 percent in 1978. The Guard/Reserve requirement is identified as six years by (only) 9.4 percent in 1979 and 10.1 percent in 1978.

5.4 Perceived Length of Initial Active Duty for Training

Perceptions of the length of Initial Active Duty for Training by the NPS men and NPS women are shown in Tables 5-11 and 5-12, respectively.

The modal NPS respondent, whether male or female, responds "don't know" when asked the required length of IADT. This mode comprises one-third of males and almost three-sevenths of females. Significant proportions respond that active duty requires a year or more (one male in eight, and one female in seven).

TABLE 5-11. PERCEPTIONS OF LENGTH OF INITIAL PERIOD OF ACTIVE DUTY --
NON-PRIOR SERVICE MALE SAMPLE

LENGTH OF INITIAL ACTIVE DUTY PERIOD	FOR GUARD/RESERVE	
	1978	1979
BASE	1491 ¹⁾	721
None	1.7	0.0
Less than 3 months	26.9	23.9
3 - 6 months	21.2	23.3
7 - 12 months	7.1	6.1
13 months to two years	5.8	5.0
More than 2 years	5.0	7.5
Don't know	32.4	34.0

TABLE 5-12. PERCEPTIONS OF LENGTH OF INITIAL PERIOD OF ACTIVE DUTY —
NON-PRIOR SERVICE FEMALE SAMPLE

LENGTH OF INITIAL ACTIVE DUTY PERIOD	FOR GUARD/RESERVE	
	1978	1979
BASE	1495 ¹⁾	659
None	1.8	0.6
Less than 3 months	21.0	15.0
3 - 6 months	21.9	19.0
7 - 12 months	7.2	8.3
13 months to two years	6.7	7.1
More than 2 years	4.4	7.7
Don't know	37.0	42.2

¹⁾ In 1978, separate questions were asked for the National Guard and the Reserve. Responses to both questions have been combined here.

Among those who do respond with a time period, 35.8 percent of the men identify the required IADT period as three to six months, in 1979, compared to 31.4 percent in 1978. The comparable figures for women are 32.9 percent and 34.8 percent. It may be concluded, as in 1978, that NPS respondents as a whole do not have a clear image of the Guard/Reserve, whether because of a lack of information or because of receipt of confusing information from different sources.

5.5 Overall Ratings of Component Similarity

The perception of component similarity by NPS men, NPS women, and Veterans appear in Tables 5-13 to 5-15, respectively.

Respondents continue to see the National Guard and Reserves as most similar to one another among the components of the military, with approximately seven NPS respondents in ten saying they are similar. The NPS respondents see each of these components as being somewhat less similar to the Active Forces, with the National Guard slightly more similar to the Active Forces than are the Reserves.

The conclusion may be drawn that respondents do not hold a clearly differentiated image of the Guard/Reserve components contrasted with the Active Forces. This conclusion is bolstered by the propensity data themselves. As indicated in Section 4.3, the propensity to enlist in a Guard/Reserve component is strongly correlated with the propensity to enlist in the Active Forces. Some correlation is to be expected, since -- as the enlistment model makes clear -- certain background attitudes are likely to be required for an individual to consider choosing to serve in the military. Nonetheless, it would be expected that the vastly different requirements and benefits associated with the different components would shift the benefit-cost analysis differentially, and that different life situations would markedly alter propensities to enlist in the different components.

TABLE 5-13. PERCEPTION OF SIMILARITY OF THE ACTIVE MILITARY, THE NATIONAL GUARD AND THE RESERVE COMPONENTS -- NON-PRIOR SERVICE MALE SAMPLE

PERCEIVED DEGREE OF SIMILARITY	BETWEEN NATIONAL GUARD AND ACTIVE MILITARY		BETWEEN RESERVES AND ACTIVE MILITARY		BETWEEN GUARD AND RESERVES	
	1978	1979	1978	1979	1978	1979
BASE	1491	721	1491	721	1491	721
Very similar	6.0	4.5	6.6	4.0	14.3	10.8
Somewhat similar	54.9	52.0	50.8	48.9	60.6	59.9
Somewhat different	30.1	31.7	32.4	34.2	20.8	22.9
Very different	9.0	11.8	10.2	12.8	4.3	6.4
Mean ¹⁾	2.42	2.51	2.46	2.56	2.15	2.25
Standard deviation	0.74	0.76	0.76	0.76	0.71	0.73
Standard error	.019	.028	.020	.029	.018	.027

TABLE 5-14. PERCEPTION OF SIMILARITY OF THE ACTIVE MILITARY, THE NATIONAL GUARD AND THE RESERVE COMPONENTS -- NON-PRIOR SERVICE FEMALE SAMPLE

PERCEIVED DEGREE OF SIMILARITY	BETWEEN NATIONAL GUARD AND ACTIVE MILITARY		BETWEEN RESERVES AND ACTIVE MILITARY		BETWEEN GUARD AND RESERVES	
	1978	1979	1978	1979	1978	1979
BASE	1495	659	1495	659	1495	659
Very similar	5.8	3.2	6.2	3.1	12.4	8.4
Somewhat similar	56.1	56.7	49.2	49.3	60.1	62.0
Somewhat different	29.2	31.6	32.0	36.6	22.3	26.2
Very different	8.9	8.5	12.6	11.0	5.3	3.5
Mean ¹⁾	2.41	2.46	2.51	2.56	2.21	2.25
Standard deviation	0.73	0.69	0.79	0.73	0.72	0.65
Standard error	.019	.028	.021	.029	.019	.026

- 1) 1 = very similar
 2 = somewhat similar
 3 = somewhat different
 4 = very different

TABLE 5-15. PERCEPTION OF SIMILARITY OF THE ACTIVE MILITARY, THE NATIONAL GUARD AND THE RESERVE COMPONENTS -- WEIGHTED VETERANS SAMPLES

PERCEIVED DEGREE OF SIMILARITY	BETWEEN NATIONAL GUARD AND ACTIVE MILITARY						BETWEEN RESERVES AND ACTIVE MILITARY			BETWEEN GUARD AND RESERVES		
	MALES		FEMALES 1979	MALES		FEMALES 1979	MALES		FEMALES 1979	MALES		FEMALES 1979
	1978	1979		1978	1979		1978	1979		1978	1979	
BASE	1498	1536	395	1498	1536	395	1498	1536	395	1498	1536	395
Very similar	5.7	4.8	3.9	6.4	5.0	5.6	16.4	12.2	11.6			
Somewhat similar	41.8	37.9	44.3	39.7	37.5	43.1	53.3	56.4	58.6			
Somewhat different	28.5	31.2	28.9	31.7	31.3	29.2	22.4	21.2	21.1			
Very different	24.0	26.1	22.9	22.2	26.1	22.1	8.0	10.2	8.8			
Mean ¹⁾	2.71	2.79	2.71	2.70	2.78	2.68	2.22	2.29	2.27			
Standard deviation	0.90	0.89	0.86	0.89	0.89	0.88	0.81	0.81	0.78			
Standard error	.023	.023	.044	.023	.023	.045	.021	.021	.041			

1) 1 = very similar
2 = somewhat similar
3 = somewhat different
4 = very different

The fact that the propensities to enlist are so highly correlated suggests that, in fact, little differentiation between components has occurred for most respondents. It further suggests that differentiation may not occur until the respondent becomes an active prospect, engaged in enlistment-related information search. A final implication is that some excellent Guard/Reserve prospects may fail to proceed to steps pertinent to Guard/Reserve enlistment: This could occur if such prospects decide the costs of Active Force service for them outweigh the benefits, and leave the positive propensity pool before they learn to differentiate the costs and benefits of the various components. It suggests the need for joint advertising efforts that increase awareness of the distinct benefits of the Guard/Reserve, as differentiated from those of the Active Forces.

5.6 Barriers to Service: Perceived Health and Current School and Employment Commitments

Approximately the same proportions of NPS men and women face problems having to do with health, and educational and work commitments interfering with prospective Guard/Reserve service, as in 1978. Among NPS men, 15.8 percent said they have a health problem that might prevent joining the military, in 1978; 17.6 percent say so in 1979. Among NPS women, the comparable figures are 10.4 percent in 1978, and 10.9 percent in 1979.

One man in five is attending a post-secondary school. (This figure refers to the proportion of all NPS males in the sample. If respondents still in high school were excluded, the proportion of the remainder involved in post-secondary education would rise to approximately one in four. In 1978, the figure was 19.4 percent; in 1979, excluding those in graduate or professional school (1.4 percent), the figure is 19.9 percent. The data for women are roughly the same: in 1978, 22.5 percent; in 1979, 18.9 percent, plus 1.1 percent in graduate or professional school.

One man in six (16.2 percent) was working for pay more than 45 hours per week in 1978. In 1979, this segment comprises 16.8 percent of the sample. This segment is smaller among women in both years. In 1978, it was 2.8 percent, and in 1979 it is 3.0 percent. In the NPS samples, more women than men are married, however, and on the average they have more dependents and are more likely to be working part-time.

There is no reason to revise the conclusion based on the analysis of these data last year: Many high propensity individuals in the post-high school group are effectively barred from the Guard/Reserve by conflicts between service requirements and other obligations, whether real or perceived.

5.7 Attitudinal Variables: The Model

The model of enlistment propensity developed in 1978 includes nine specific measures developed from a sophisticated statistical analysis of the relationship between enlistment propensity and various attitudinal variables. These nine factors and their place in the larger model are indicated below and shown schematically in Figure 5-1.

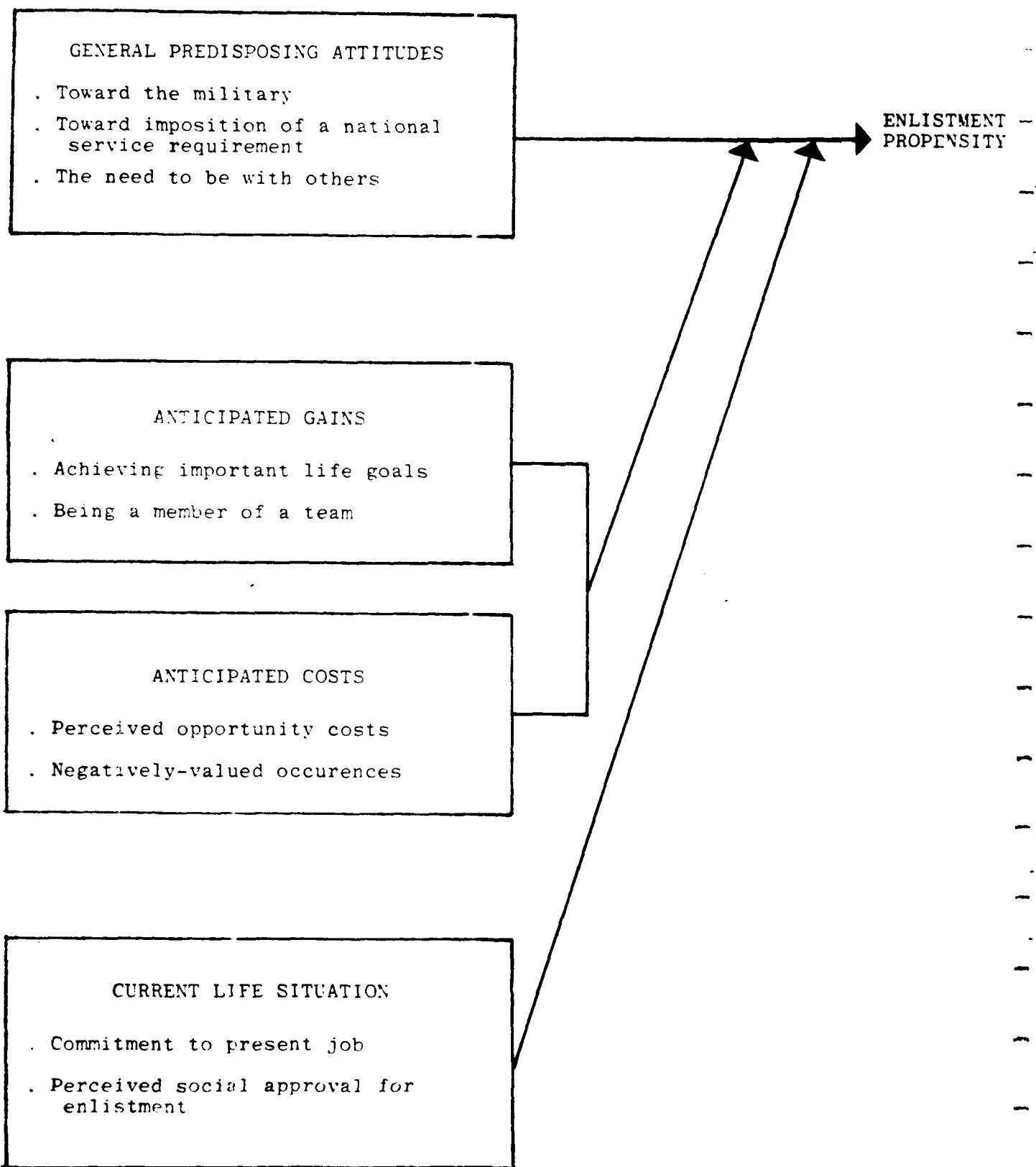
General attitudes predisposing individuals toward military service

1. Favorable attitudes toward the military
2. Favorable attitudes toward the imposition of a National Service Requirement
3. The need to be with other people

Anticipated gains resulting from service in the Guard or Reserves

4. Achievement of important individual life goals
5. Benefits of being a member of a team

FIGURE 5-1. THE RELATIONSHIP OF THE NINE ATTITUDINAL FACTORS TO ENLISTMENT PROPENSITY



Anticipated costs of service

- 6. Perceived opportunity costs
- 7. The occurrence of negatively-valued situations

Concomitant impacts of current life situations

- 8. Commitment to present job situation
- 9. Sense of social approval for enlistment

The meaning of each is reviewed on the following pages. The supporting data on individual attitude items are presented in full in Volume II.

5.7.1 Attitudes Toward the Military

Acceptance of the military is generally high among people with positive propensity. It was measured in 1978 by responses to questions on the need for defense spending, the degree of militarism present in the country, and the necessity for national preparedness. There is an increase in acceptance of the need for military spending in 1979, particularly among NPS males. However, there is also a decrease in the acceptance of the nation's need to be ready to fight, and there are mixed responses to the question on militarism -- NPS males perceive less militarism than in 1978, while NPS females perceive more. These mixed trends, although slight, suggest that the factor is not totally cohesive and may not remain a good predictor of enlistment propensity when treated as a single, unitary variable.

The different changes in responses to the questions on attitudes toward the military serve to recall the connection between the context of public debate and public attitudes. A cursory analysis of political debate in 1979, prior to the hostage-taking in Iran, indicates strong emphasis on increases in defense spending, particularly on technology, but mixed communications on

national involvement in contemporary foreign conflicts or the use of military manpower or other force. It seems likely that this approach causes some confusion in the average respondent about the place of the Guard/Reserve, and the need for military manpower.

5.7.2 Attitudes Toward the Imposition of a National Service Requirement

The suggestion was made in the 1978 report that the single item on acceptance of National Service may tap tolerance for imposition on individual freedom for the sake of achieving national goals, and hence some predisposition toward participating in the Guard/Reserve. In the 1979 study, this question was asked after a series of items on draft registration, discussed in Section 9.1, and responses may have been affected thereby. Nonetheless, the level of favorable and unfavorable responses are roughly the same in each year.

5.7.3 The Need To Be With Other People

Guard/Reserve service requires teamwork, and gregarious people are more attracted to it than are others. The tendency toward gregariousness was measured in 1978 by responses to questions about liking to do things as a member of a team, preference for doing things with others rather than alone, liking for involvement in community projects, and so forth. In most cases, these tendencies are at a somewhat lower level in the 1979 sample.

Given the perception of the Guard/Reserve as a group enterprise, decreases in social needs among members of the target population would be expected to decrease the attractiveness of the Guard/Reserve as offering opportunities and means for doing things individuals cannot. Increased emphasis on compensating attractions of Guard/Reserve service may therefore be required.

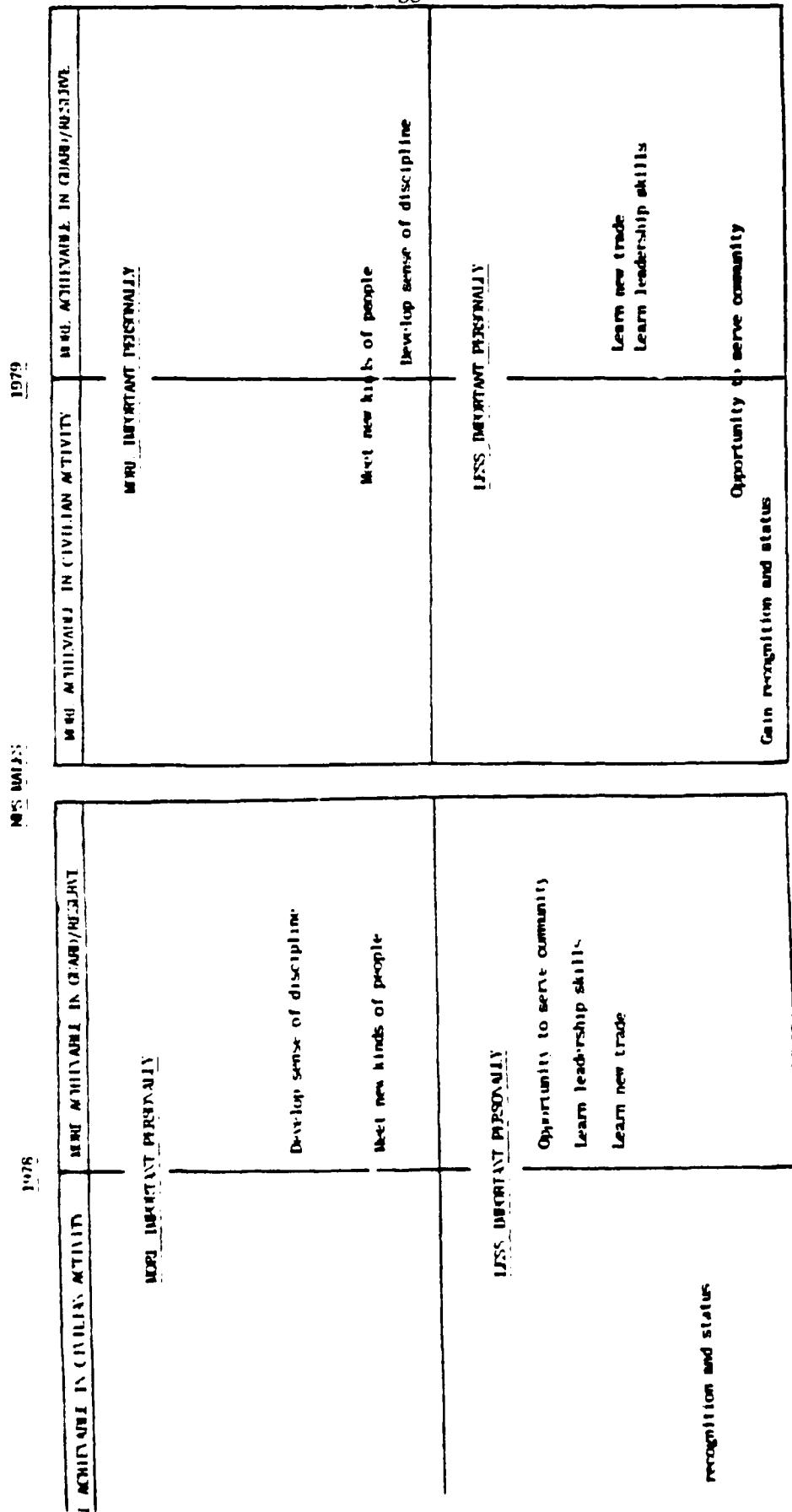
5.7.4 Achievability of Important Life Goals

People who see their achievement of important life goals enhanced by Guard/Reserve service have high propensity to enlist.

The importance of each of sixteen life goals was rated by respondents in 1978, along with the perceived degree to which the attainment of each could be enhanced by participation in the Guard/ Reserve. Examples of the goals rated are: service to the country, developing a sense of discipline, and learning leadership skills. Measurement considerations allowed the set of life goals rated to be reduced to six this year, with no appreciable loss in reliability. The goals are shown in Figures 5-2 to 5-5, in separate two-dimensional arrays for each sample. The relative positions of the several life goals on importance of achievability in the Guard/Reserve are highly similar to those of 1978. Indeed, in the format available, it is difficult to portray any but the largest changes in position.

Both NPS men and NPS women rate the achievement of many goals as somewhat less important in 1979 than they did in 1978. One exception to this pattern is that women rate the development of a sense of discipline significantly higher this year than in 1978. Changes in the pattern of ratings of the achievability of these goals are mixed, when this year's ratings are compared with those of last year. There are modest increases in the proportion of women who perceive learning a new trade or specialty or learning leadership skills as being more achievable in the Guard/Reserve than in civilian part-time activities. There is a similar modest increase in the perception of the achievability of learning a new trade or specialty among NPS men. Women show a slight increase in the perception of the achievability of meeting new kinds of people, while men show a slight decrease, and are also slightly less likely to perceive Guard/Reserve participation as providing the opportunity to serve the community.

FIGURE 5-2
LIFE GOAL ACHIEVABILITY IN TERMS OF IMPORTANCE¹⁾



1) Based on mean values of importance. The horizontal dividing line is arbitrarily placed at the value of 1.00, on a five-point scale (1 = very important; 5 = very unimportant). Items are also placed in relation to mean values of achievability, with the vertical line at the value of 3.00, on an independent five-point scale (1 = the life goal is much more achievable in the Guard/Reserve than in other civilian part-time job or activity; 5 = it is much more achievable in some other part-time job or activity). (The 1978 figure has been retained for this presentation.)

FIGURE 5-3

LIST GOAL ACHIEVABILITY IN TERMS OF IMPORTANCE¹⁾
NO'S PEWLES

		1978		1979	
		MORE ACHIEVABLE IN CIVILIAN ACTIVITY	MORE ACHIEVABLE IN GUARD/REFUGEE	MORE ACHIEVABLE IN GUARD/REFUGEE	MORE ACHIEVABLE IN GUARD/REFUGEE
<u>MORE IMPORTANT PERSONALLY</u>				<u>MORE IMPORTANT PERSONALLY</u>	
		Meet new kinds of people		Meet new kinds of people	
		Develop sense of discipline		Develop sense of discipline	
					Opportunity to serve community
<u>LESS IMPORTANT PERSONALLY</u>				<u>LESS IMPORTANT PERSONALLY</u>	
				Learn new trade	Learn new trade
				Learn leadership skills	Learn leadership skills
				Opportunity to serve community	Opportunity to serve community
					Gain recognition and status
					Gain recognition and status

- 1) Based on mean values of importance. The horizontal dividing line is arbitrarily placed at the value of 1.80, on a five-point scale (1 = very unimportant). Items are also placed in relation to mean values of achievability, with the vertical line at the value of 3.01, on an independent five-point scale (1 = the life goal is much more achievable in the Guard/Refugee than in some other part-time job or activity; 5 = it is much more achievable in some other part-time job or activity). (The 1978 figure has been modified for this presentation.)

FIGURE 7-1

LIFE GOAL ACHIEVABILITY IN TERMS OF IMPORTANCE¹⁾Very important

1978

<u>NONE ACHIEVABLE IN CIVILIAN ACTIVITY</u>	<u>MORE ACHIEVABLE IN CIVILIAN ACTIVITY</u>	<u>LESS ACHIEVABLE IN CIVILIAN ACTIVITY</u>
<u>NOT IMPORTANT PERSONALLY</u>		

<u>NOT IMPORTANT PERSONALLY</u>	<u>MORE IMPORTANT PERSONALLY</u>	<u>VERY IMPORTANT PERSONALLY</u>

- 1) Based on mean values of importance. The horizontal dividing line is arbitrarily placed at the value of 1.00, on a five-point scale (1 = very unimportant), items are also placed in relation to mean values of achievability, with the vertical line at the value of .30, on an independent five-point scale (1 = the life goal is much more achievable in the civilian service than in some other part-time job or activity, 5 = it is much more achievable in some other part-time job or activity). (The 1978 figure has been redrawn for this presentation.)

Gain recognition and statusGain recognition and status

FIGURE 5-5

1978LIFE GOAL ACHIEVABILITY IN TERMS OF IMPORTANCE¹⁾FE male VETERANS

MORE ACHIEVABLE IN CIVILIAN ACTIVITY	MORE ACHIEVABLE IN GUARD/RESERVE
	<u>MORE IMPORTANT PERSONALLY</u>
	Meet new kinds of people
	Develop sense of discipline
Learn new trade	
	<u>LESS IMPORTANT PERSONALLY</u>
Learn new trade	
	Learn leadership skills
Opportunity to serve community	
Gain recognition and status	

- 1) Based on mean values of importance. The horizontal dividing line is arbitrarily placed at the value of 1.80, on a five-point scale (1 = very important; 5 = very unimportant). Items are also placed in relation to mean values of achievability, with the vertical line at the value of 3.00, on an independent five-point scale (1 = the life goal is much more achievable in the Guard/Reserve than in some other part-time job or activity; 5 = it is much more achievable in some other part-time job or activity).

The general shift downward in the importance of the life goals achievable in the Guard/Reserve suggest that these will be less predictive of enlistment propensity for NPS samples than in 1978. Perceived achievability of minor goals is unlikely to be related to propensity.

The importance and achievability ratings of male Veterans contrast markedly with those of the NPS samples. There are significant increases in the rated importance of developing a sense of discipline and learning a new trade or specialty, and a slight rise in that of meeting new kinds of people. There are also, however, significant decreases in the rated importance of gaining recognition and status and having the opportunity to serve the community. Generally speaking, the importance ratings by female Veterans are comparable to those by the males. (No comparison with 1978 is possible for the females, of course.)

There are at least slight increases in the perceived achievability of all the life goals rated by the male Veterans, with major increases in that of learning a new trade or specialty, learning leadership skills, and meeting new kinds of people. Female Veterans are even more likely to perceive learning a new trade or specialty and meeting new kinds of people as particularly achievable in the Guard/Reserve.

When the importance and achievability ratings are considered together, the male Veterans show a much stronger sense of the life goal relevance of Guard/Reserve participation than the NPS samples. Moreover, there seems to be an increase in this sense, relative to 1978. Finally, the life goal relevance of Guard/Reserve service seems equally strong among female Veterans as among male Veterans, even though the particular goal of most importance to each group differs.

5.7.5 Specific Gains from Guard/Reserve Service

The third set of variables measured indicate the degree to which the respondent desires to work with others, in general. Here, in contrast, the focus is on the degree to which the Guard/Reserve in particular offers the benefits of a team. Is the Guard/Reserve a place making friends, for being involved, and for achieving respect? To the degree the Guard/Reserve is perceived as offering these benefits, it will attract gregarious respondents.

The particular attitude items used each year require the respondents to rate the degree to which they perceive the Guard/Reserve to be respected in their community, offers opportunities to be involved in community projects, and offers opportunities for forming friendships. The female Veterans are slightly more positive than the male Veterans on these items. However, there are significant decreases in these beliefs in each sample that can be compared between 1978 and this year. It would be valuable for management to address Guard/Reserve public affairs participation more directly in the future.

5.7.6 Perceived Opportunity Costs

Service in the Guard/Reserve requires a person to forego certain other uses of his or her time or talents. The more such losses the person perceives as a result of such service, the less his or her propensity to enlist. Respondents were asked particularly about taking time away from their family during drills, taking time away from personal and social activities, and not having much spare time. Each of these is perceived as negative by the overwhelming majority of respondents.

Figure 5-6 shows this year's perceptions of certain situations occurring and the perceived desirability of these situations

1979

FIGURE 5-G. SITUATION LIKELIHOOD AND DESIRABILITY¹⁾

NPS MALES

UNLIKELY TO OCCUR IN GUARD/RESERVE	LIKELY TO OCCUR IN GUARD/RESERVE
<u>LIKE</u>	
<u>DISLIKE</u>	
	Chance to travel Chance to show abilities } Obtaining useful training }
Having a job that's not too demanding	Learning self-discipline Exciting and adventurous activities
Not being able to earn extra money Losing chance for educational progress Job problems because of G/R obligations Losing chance to progress in job Being with losers	Taking time away from family during drills Taking too much time away from personal/ social activities Not having much spare time Having military supervisors hassle you }

¹⁾ Placement based on mean values of likelihood of occurrence in National Guard/Reserve (Q. 34) and liking or disliking situation (Q. 35).

for NPS males. Comparable figures for the other samples, available in Volume II, are highly similar. The one major difference between samples is that both Veterans samples believe "having a job that's not too demanding" is likely in the Guard/Reserve, while NPS females do not, and NPS males are unsure.

The likelihood that Guard/Reserve service would take time away from family and from personal and social activities was rated both this year and in 1978. Both NPS men and NPS women rated the likelihood of such events considerably higher this year. A somewhat smaller majority also believes that Guard/ Reserve service would take away considerably from having spare time.

Male Veterans also rate the likelihood of Guard/Reserve service interfering with other uses of time higher than in 1978, though these ratings are lower than are those of the NPS samples. Again, female Veterans show the same basic pattern of ratings as do the males.

In each sample that can be compared from year to year, therefore, the perception of the opportunity costs of Guard/Reserve participation is greater than in 1978.

5.7.7 Perceived Occurrence of (Other) Negatively Valued Situations

Respondents may also encounter certain specific negative situations as a byproduct of Guard/Reserve service, such as being in conflict with superiors. Expectations of such problems are associated with low propensity. Among NPS men and women, being in conflict with a military supervisor in the Guard/Reserve was felt to be considerably more likely this year than in 1978. Male Veterans felt it to be somewhat more likely than they did in 1978. Female Veterans are the one sample in which the majority did not feel the situation to be at least somewhat likely.

5.7.8 The Permanence of One's Job Situation

The more an individual perceives that he or she will change jobs or obtain a new job, the greater the enlistment propensity. The Guard/Reserve seems to have greater appeal to those who have not made permanent life commitments than to those who have.

Approximately half of the respondents in each sample but the NPS women feel they are at least somewhat likely to look for a job or look to change jobs within six months of the interview. There is a somewhat greater proportion of NPS women who feel this likelihood (55.4 percent). The responses to this question by male Veterans and by NPS women are at approximately the same level this year as in 1978. Somewhat fewer NPS men make this response than did so in 1978.

As noted in 1978, the relationship of life commitments and propensity is not simply a matter of the stage of life in which the individual finds himself or herself, but is also a matter of the individual's immediate situation. The individual who is momentarily seeking a job or seeking a life change may be an excellent prospect for the Guard/Reserve, given that he or she is of sufficient quality in terms of educational attainment and other relevant indicators. These results also indicate a direction for changing the Guard/Reserve to make it more appealing for those with life commitments. For example, the part-time nature of the Guard/Reserve already makes it potentially available to men and women who are married, hold jobs, and are raising children, without the Potential Enlistees having to leave their other commitments for an extended period of time. However, a number of barriers exist. It might be possible to alter certain requirements of service to enable more of these mature and stable individuals to take advantage of this difference from the Active Forces, and to participate in Guard/Reserve programs.

5.7.9 Perceived Social Approval for Enlistment

Few individuals are willing to undertake new commitments without some sense of social approval for their actions, unless other perceived gains are overwhelming. This is particularly likely to be true regarding enlistment in the Guard/Reserve, an activity that appeals to those who value being with other people.

Table 5-16 shows the level of positive social support for enlistment perceived in each sample. The same proportion of male Veterans feel that others close to them would be at least somewhat pleased if they were to join the Guard/Reserve as felt this in 1978. The proportion with this feeling is somewhat higher among female Veterans this year than among male Veterans. The proportion with this feeling is significantly smaller among both NPS males and NPS females than in 1978, however.

5.7.10 Direct Application of the 1978 Model

The variables just identified predicted over 45 percent of the variation in propensity in each of the three samples studied in 1978. (The propensity measure used in those and related analyses is a "general propensity" measure that includes the standard propensity measure detailed in Section 4.3, along with other correlated variables. This measure is used as the criterion because of its better statistical characteristics, as discussed in the technical volume accompanying the 1978 report.)

The model was developed in 1978 as the best available summary of the 1978 data themselves. A number of precautions were taken to mitigate the possibility that the model would take advantage of chance factors in those data -- that it would be merely a description of those particular data, not projectable to other situations in other years. Therefore, attempting the application of the 1978 model to the 1979 data presents an important test of its predictive validity.

TABLE 5-16. PERCEIVED SOCIAL SUPPORT FOR ENLISTMENT

SAMPLE	N	PERCENT OF RESPONDENTS WHO THINK THOSE CLOSEST TO THEM WOULD BE PLEASED IF RESPONDENT WERE TO JOIN GUARD/RESERVE
NPS Males		
1978	1491	36.1
1979	721	29.2
NPS Females		
1978	1495	26.5
1979	659	21.9
Male Veterans		
1978	1498	23.0
1979	1536	23.0
Female Veterans		
1979	395	28.1

It should be noted at the outset that the cross-year test of the model is extremely rigorous. The respondents from whom the data were collected differ. The set of specific questions on which several of the factors in the model are based differ, largely as a result of refinements and attempted refinements in the measurement process. And the socioeconomic and geopolitical contexts in which the interviews were conducted differ to a considerable extent. Even the general propensity measure itself has been modified, to address questions of particular interest to DoD management personnel. (Specifically, questions about preferred length of enlistment have been replaced by questions about cash incentives and educational incentives, and questions about the details of a National Service Requirement have been eliminated to allow for questions about draft registration.)

Despite the various changes just described, use of the 1978 statistical model accounts for approximately 25 percent of the variation in the 1979 propensity data in each NPS sample, and in the male Veterans sample. (There was no female Veterans sample in 1978 on which to base a test of predictive validity.) By existing standards, this is strong evidence of the validity of the basic model.

6.0 ADDITIONAL CONSIDERATIONS (1979)

6.1 Advertising

This year, for the first time, NPS respondents were asked a series of questions dealing with recall of advertising for the military forces, the branch advertised, the component advertised, and the themes stressed in the advertising. The relevant data are shown in Table 6-1.

More than three respondents in four recall seeing advertising for the military within the three months prior to the interview. Roughly half of all respondents in each NPS sample recalled advertising for the Army, and 30 percent for the Navy. About one male respondent in four recalls advertising for the Air Force, and the same proportion recalls advertising for the Marine Corps. The comparable figures for recall of Air Force and Marine Corps advertising among females are about one in five. One man in ten recalls joint advertising of the branches, but only one woman in sixteen recalls joint advertising.

Among men, 54.8 percent recall advertising for the Active Forces. The comparable figure is only two-thirds as high (36.7 percent) among women. The differences in component-identified recall are much lower for the National Guard and Reserves. Among men, 20.2 percent say they recall advertising for the National Guard, and 29.5 percent say they recall advertising for the Reserves. Among women, the comparable figures are 18.7 percent and 27.9 percent. Finally, 6.2 percent of men cannot recall the component advertised (and these men are particularly low in propensity); this segment is almost twice as large among women (11.8 percent).

Four advertising themes are recalled with appreciable frequency. The most commonly recalled is jobs or training (33.7 percent among men; 31.4 percent among women). This is followed by

TABLE E-1. recall of military advertising, and of branches and components and themes advertised

	NPS SAMPLE	
	MALES	FEMALE'S
BASE	721	659
<u>General Recall</u>		
Have seen ads for the military in the past three months	79.2	77.1
<u>Branches/Components</u>		
Percent mentioning advertisement for branch (multiple responses permitted):		
Army	51.3	48.1
Air Force	24.0	19.0
Navy	32.2	30.0
Marines	26.5	19.3
Coast guard	3.6	1.2
All services	10.4	6.1
Several services	0.6	1.4
Don't know	2.5	4.9
Percent mentioning advertisement for component (multiple responses permitted):		
Active Forces	54.8	36.7
National Guard	20.2	18.7
Reserves	29.5	27.9
Don't know	6.2	11.8
<u>Themes</u>		
Percent mentioning reason given in advertising for joining (multiple responses permitted):		
Jobs or training	33.7	31.4
Pride	2.1	2.1
Travel	19.7	18.1
Money or other direct benefits	19.1	12.9
Educational benefits	20.8	21.1
Adventure and excitement	3.9	3.0
Opportunities and benefits (unspecified)	1.2	1.4
Change	1.2	0.5
Delayed entry program	1.2	1.4
Growth and development	1.2	2.1
Other	1.0	2.8
Don't know	16.1	19.7

educational benefits (20.8 percent and 21.1 percent among men and women, respectively) and travel (19.7 percent and 18.1 percent). Men and women differ significantly in recall of the fourth theme, money or other direct benefits (19.1 percent among men; 12.9 percent among women). Roughly equal groups cannot recall the themes advertised (16.1 percent among men; 19.7 percent among women). It is interesting to note that certain other themes, such as the availability of a delayed entry program, are recalled by rather few respondents. (No theme other than the four initially noted is mentioned by more than 4 percent of either sample, despite the opportunity given for multiple responses.)

6.3 Job Promises

A series of questions designed to assess the value of job-related service advertising followed the general advertising questions. Respondents were asked their perception of the generalized claim that the Guard/Reserve offers a wide variety of jobs and training, the applicability of that claim to themselves personally (i.e., whether or not they perceive that the Guard/Reserve offers them a wide variety of jobs or training, considering their skills and interests), and whether or not they would be looking for a specific program if they were to join the Guard/Reserve.

Approximately three respondents in four feel the Guard/Reserve offers at least some variety of jobs and training programs generally, in each sample. However, this proportion falls to four in seven (58.9 percent among NPS males; 55.5 percent among NPS females) when respondents are asked about the variety available to themselves personally. The potential problem becomes clear when it is noted that a large proportion of NPS men (57.6 percent) say that they would be looking for a specific job or training program if they were to join the Guard/Reserve. This segment is somewhat smaller among women (48.5 percent), but still seems sizeable enough to cause concern if there is any appreciable group that has no confidence they would find a desirable job or training program.

6.3 Geopolitical Considerations

Statements by potential enlistees to the effect that they would readily join the military if the nation were at risk suggest that enlistment propensity would be high among individuals who feel that the nation is being threatened by external forces. A similar relationship might also be expected among those who believe that a peace-time draft registration should be instituted.

Respondents were asked their perception of the military danger to the United States at the time of the interview, and their attitude toward a draft registration requirement for 18 year olds, in order to study the questions raised above. (On the draft registration issue, one question dealt with draft registration for men alone, and one dealt with registration for both men and women.)

The hypotheses described above, no matter how reasonable, are not supported by the data. In the period before the hostages were taken in Iran, there is relatively little relationship between these political attitudes and enlistment propensity, particularly when other, more fundamental attitudes are taken into consideration. These political attitudes do become more salient after the hostage crisis erupts, however, as will be shown in Section 7. (A detailed discussion of reactions to a potential draft registration are also discussed later, in Section 9.1.)

6.4 Activity Preferences

There is a long history of attempts to explain behavior in terms of the social background of respondents -- their demographics. More recently, attempts have been made to explain current behavior of respondents on the basis of behavior preference they have exhibited in the past, including activities and interests, as well as opinions -- their "psychographics."

Respondents in this year's study completed a set of questions designed to measure their leisure-time activity preferences, and

to assess the relationship of these preferences to enlistment propensity. Three clusters of activities were studied:

- Relatively sedentary activities, including reading, cooking, and following the stock market;
- Highly social activities, such as dining out, visiting with friends, and going to the movies; and
- Outdoor activities, including fishing, hunting, and camping, along with working on automobiles and motorcycles.

Preferences among these activity clusters are related to enlistment propensity to some degree: Respondents attracted to sedentary activities show less enlistment propensity than those attracted to highly social activities or those attracted to outdoor activities. This is particularly true among NPS women.

6.5 Further Consideration of the Enlistment Propensity Model

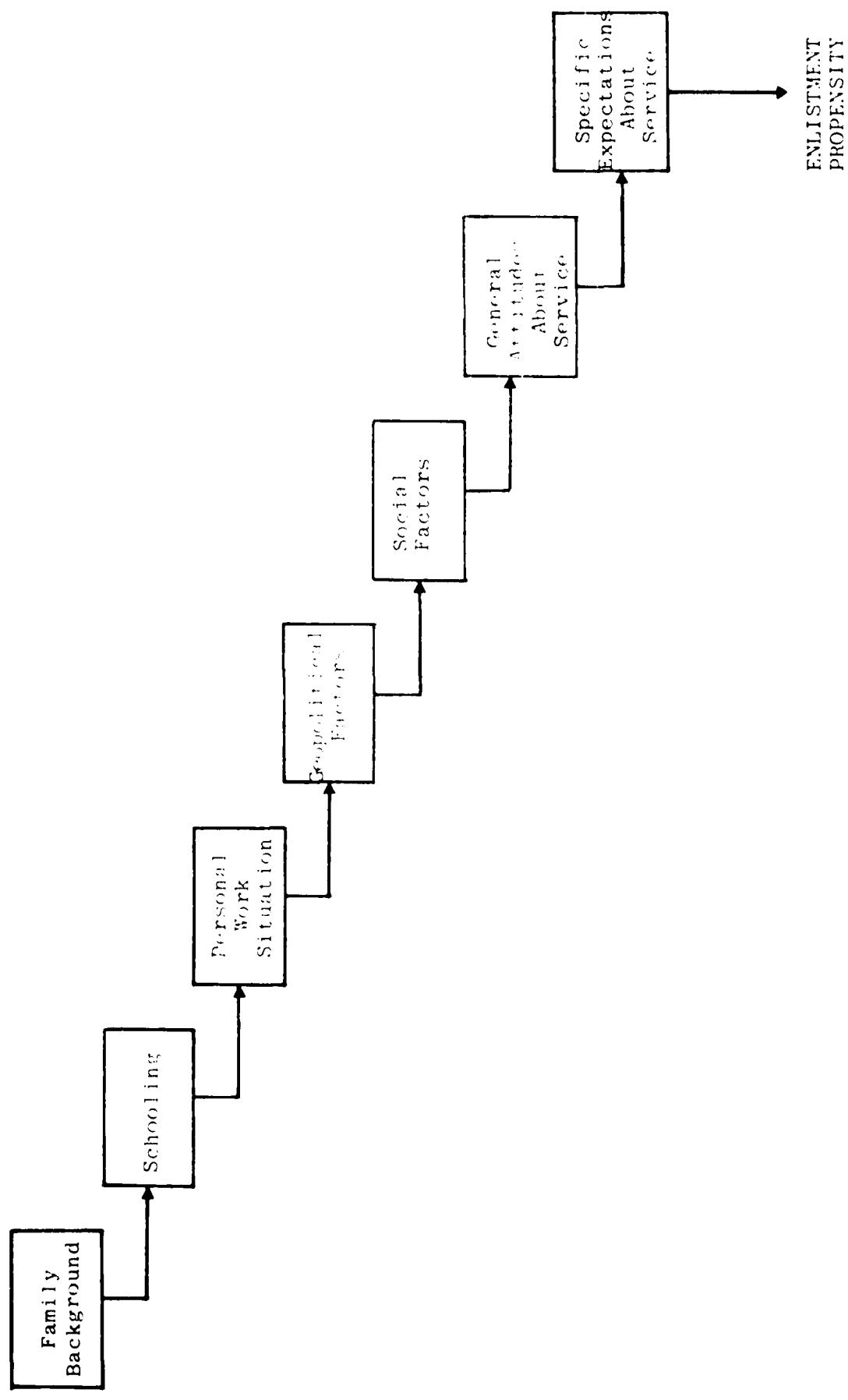
The model of enlistment propensity discussed last year has already been applied to the comparable data in this year's study and found to be markedly reliable.

It is possible, nonetheless, to refine that model, in order to take into account additional factors studied this year. Refinements are also required, it will be shown later, to deal with certain effects of the hostage crisis in Iran on American attitudes.

It does not seem appropriate, however, to attempt a further detailed review of all the variables that affect propensity to some degree, in a summary volume such as this. Rather, a somewhat modified, but still relatively simple model will be presented, along with some implications of its fit to the data.

Figure 6-1 presents a simple process model of the determinants of enlistment propensity. This model asserts that the most

FIGURE 6-1. SIMPLIFIED PROCESS MODEL OF THE DETERMINANTS OF ENLISTMENT PROPENSITY



proximate determinants of Guard/Reserve enlistment propensity are specific expectations about service in the Guard/Reserve. The next most proximate determinants are general attitudes about service. In turn, this model would then work backwards through:

- Social factors,
- Political factors,
- The person's work situation, and
- Schooling, to
- Family background variables,

as determinants of enlistment propensity.

Each of the determinants is a complex of several different variables, of course, and each is affected in turn by a number of external factors. An example of this is presented in Figure 6-2. This figure shows that specific expectations about service include such items as beliefs about the availability of jobs and training programs, and beliefs about enlistment bonuses and other incentives. It also shows that these beliefs are affected by advertising and by the reports of friends, as well as by general attitudes about service.

The overall results of analytic work using this model for the NPS samples are presented in Table 6-2. The table shows the additional proportion of variation in the general propensity measure accounted for by the inclusion of each set of determinants, in an independent analysis of the 1979 data, unrelated to the 1978 model. Thus, for example, the table shows that 19.7 percent of the variation in the general propensity scores of NPS men can be explained by their specific expectations about service. General attitudes about service explain an additional, independent 12.5 percent of the variation. Similarly, at each step, the additional independent contribution to the explanation of the data is presented, for each sample, along with the total proportion of the variation explained when all determinants are considered.

EXPLANATION OF EXAMPLE OF VARIABILITY COMPRISING ONE DETERMINANT OF THE PROCESS MODEL

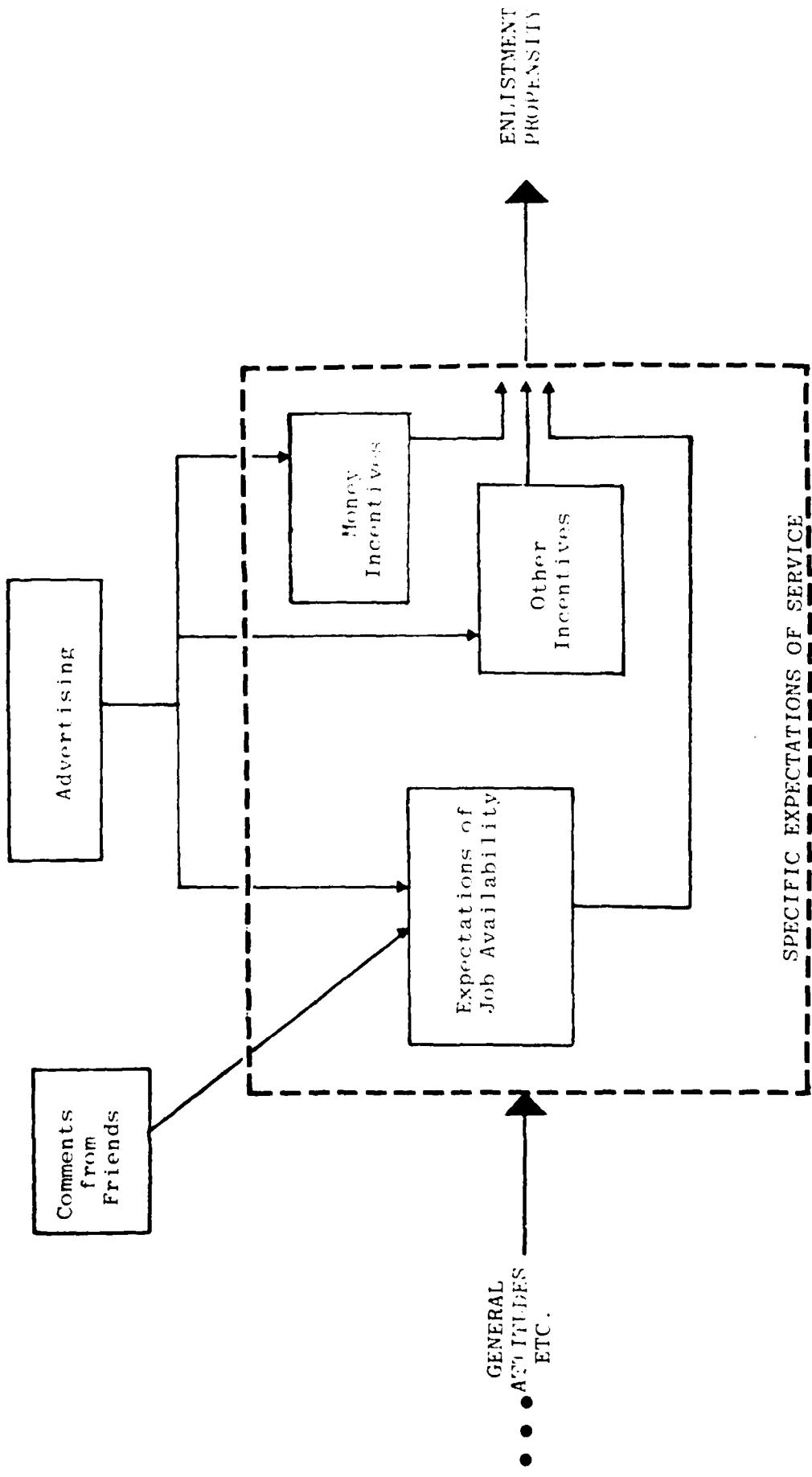


TABLE 6-2. PERCENT OF ADDITIONAL VARIATION IN PROPENSITY EXPLAINED AS DETERMINANTS ARE ADDED — NON-PRIOR SERVICE SAMPLES

DETERMINANTS IN ORDER OF ADDITION	NPS	
	MALES	FEMALES
Specific expectations about service	19.7%	18.3%
General attitudes about service	12.5%	15.9%
Social factors	5.1%	10.5%
Political factors	0.3%	--
Personal work situation	2.2%	1.1%
Schooling	0.7%	—
Family Background	1.3%	1.5%
TOTAL VARIATION EXPLAINED	41.7%	47.5%

In the ideal case, the full set of determinants would predict 100 percent of the variation in propensity among individuals in each sample. In very few situations are behavioral scientists able to predict more than 25 to 30 percent of individual variations, however, because of problems of measurement, omission of important variables, and so forth. By normal standards, then, the model presented here offers a good understanding of enlistment propensity, on which recommendations may be confidently based.

Several noteworthy points emerge from this table.

- . Almost one-fifth of the variation in enlistment propensity among NPS respondents can be accounted for on the basis of specific expectations regarding Guard/reserve service, such as the availability of jobs or training programs that would fit the individual.
- . Variables relating to social support for enlistment add roughly twice as much to the understanding of variation among NPS women as they do to the understanding of variation among NPS men.
- . In the non-crisis period, geopolitical concerns do not add to the explanation of variation in enlistment propensity.
- . Present attendance at high school or vocational school is also irrelevant in the non-crisis period, once other determinants are taken into account.
- . Family background, age, and race add only a bit over 1 percent to the explanation of variation in enlistment propensity among NPS respondents, once other determinants are taken into account.

A number of other noteworthy points are not shown in the table, but do emerge from a detailed analysis of the specific variables included in each of the determinants.

- Level of educational attainment is not a pertinent variable among NPS respondents, once specific expectations, general attitudes, and social support variables are taken into account.
- Similarly, marital status does not add independently to the explanation of variation in propensity. It, too, seems to have its effect on propensity largely through other attitudinal and social variables.
- NPS men are concerned about having military supervisors who would hassle or harrass them. NPS women are not.
- NPS women are concerned about the opportunity costs of Guard/Reserve service more than NPS men.
- Interest in sedentary activities is predictive of low enlistment propensity among NPS women.
- A sense of restlessness -- that few jobs are worth doing, that the individual is not ready to settle down -- is particularly predictive of NPS women with high propensity.

Table 6-3 displays results for Veterans comparable to the NPS results in Table 6-2. This table also includes certain determinants of Veterans' propensity not relevant to NPS respondents. The differences between NPS respondents and Veterans are discussed in Section 7.3.

TABLE 6-3. PERCENT OF ADDITIONAL VARIATION IN PROPENSITY EXPLAINED AS DETERMINANTS ARE ADDED — VETERANS SAMPLES

DETERMINANTS IN ORDER OF ADDITION	VETERANS	
	MALES	FEMALES
Availability of Guard/Reserve units and specialties	5.9%	8.9%
Exposure to Guard/Reserve promotion	3.8%	2.5%
Experiences in service and since separation	9.5%	16.1%
Specific expectations about service	7.1%	6.8%
General attitudes about service	5.6%	7.9%
Social factors	1.4%	0.1%
Personal work situation	1.0%	0.1%
Schooling	0.3%	0.9%
Family background	0.3%	2.0%
TOTAL VARIATION EXPLAINED	34.9%	45.3%

7.0 EFFECTS OF THE IRANIAN CRISIS (NPS RESPONDENTS ONLY)

It was noted at the outset of this report that a portion of the NPS interviews was completed prior to 4 November 1979, the date on which the U.S. Embassy compound in Teheran was overrun, while the other portion was completed subsequent to that date. (Both portions were completed prior to major Soviet moves in Afghanistan and the President's call for draft registration.) This accident of timing provides the opportunity to determine some early effects of such a crisis upon enlistment propensity and related attitude factors.

Approximately half of the male respondents and two-thirds of the female respondents had been interviewed before November 4, and the remainder thereafter. Thus, the sample sizes are appropriate to making reliable comparisons. Furthermore, the demographic composition of the samples interviewed during the post-hostage period is essentially the same as that of the samples interviewed earlier.

7.1 Enlistment Propensity

The distributions of standard propensity scores for NPS men before and after the onset of the crisis are presented in Table 7-1, and the propensity scores for each component, in Table 7-2. There is a slight rise in the standard propensity scores (from 19.7 percent positive to 20.8 percent positive), but this is not statistically significant. There are slight increases in propensity to enlist in the Active Military and in the Air Force Reserve, and slight decreases in propensity to join other components, but none of these differences are statistically significant.

TABLE 7-1. PROPENSITY TO ENLIST IN THE GUARD/RESERVE -- NON-PRIOR SERVICE MALE SAMPLES BY TIME PERIOD

PROPENSITY	SAMPLE	
	PRE-CRISIS	CRISIS
BASE	721	755
Definitely enlist	1.9	1.9
Probably enlist	17.8	18.9
Probably not enlist	36.3	37.2
Definitely not enlist	44.0	42.0
Mean ¹⁾	3.22	3.19
Standard deviation	0.80	0.80
Standard error	.030	.029

TABLE 7-2. PROPENSITY TO ENLIST IN EACH GUARD/RESERVE COMPONENT AND IN THE ACTIVE MILITARY — NON-PRIOR SERVICE MALE SAMPLES BY TIME PERIOD

COMPONENT	PERCENT FAVORABLE		MEAN PROPENSITY ¹⁾	
	SAMPLE	PRE-CRISIS	SAMPLE	PRE-CRISIS
BASE	721	755	721	755
Army National Guard	11.3	11.0	3.38	3.38
Army Reserve	9.4	8.4	3.42	3.42
Air National Guard	9.4	8.9	3.41	3.40
Air Force Reserve	10.0	10.2	3.40	3.38
Navy Reserve	8.5	7.6	3.45	3.45
Marine Corps Reserve	5.6	5.0	3.50	3.50
Active Military	11.4	12.6	3.41	3.38

1) = definitely enlist
 = probably enlist
 = probably not enlist
 = definitely not enlist

The distributions of standard propensity scores for the samples of NPS women are presented in Table 7-3, and the propensity scores for each component, in Table 7-4. There is a slight increase in standard propensity among the NPS women (from 8.8 percent positive to 10.1 percent positive) as well as among the men. Again, however, the increase is not statistically significant. In contrast to the differentiated pattern of component propensity changes among men, the women show slightly higher propensity in the crisis period for each component. This suggests a generalized attitudinal response, rather than one that anticipates actual service in a particular branch of the Armed Forces.

Demographic characteristics differentiating the positive and negative propensity groups in each NPS sample are indicated in Table 7-5.

Several differences emerge in the comparison of the pairs of pre-crisis and crisis samples. Overall, there are fewer differentiating characteristics in the crisis sample groups, particularly among women.

- . Father's military experience no longer differentiates propensity levels in either sample.
- . Number of dependents no longer differentiates propensity levels among women (The propensity of those with several dependents is higher in the crisis sample than earlier.)
- . The recent military involvement of friends no longer differentiates propensity levels among women.

TABLE 7-3. PROPENSITY TO ENLIST IN THE GUARD/RESERVE — NON-PRIOR SERVICE FEMALE SAMPLES BY TIME PERIOD

PROPENSITY	SAMPLE	
	PRE-CRISIS	CRISIS
BASE	659	338
Definitely enlist	1.2	0.6
Probably enlist	7.6	9.5
Probably not enlist	31.7	29.6
Definitely not enlist	59.5	60.4
Mean ¹⁾	3.50	3.50
Standard deviation	0.69	0.69
Standard error	.027	.038

TABLE 7-4. PROPENSITY TO ENLIST IN EACH GUARD/RESERVE COMPONENT AND IN THE ACTIVE MILITARY — NON-PRIOR SERVICE FEMALE SAMPLES BY TIME PERIOD

COMPONENT	PERCENT FAVORABLE		MEAN PROPENSITY ¹⁾	
	SAMPLE		SAMPLE	
	PRE-CRISIS	CRISIS	PRE-CRISIS	CRISIS
BASE	659	338	659	338
Army National Guard	3.5	4.5	3.62	3.61
Army Reserve	3.9	4.2	3.62	3.61
Air National Guard	3.8	4.2	3.62	3.61
Air Force Reserve	4.9	7.4	3.60	3.57
Navy Reserve	3.5	4.4	3.63	3.61
Marine Corps Reserve	2.3	4.2	3.66	3.63
Active Military	3.7	5.7	3.65	3.63

- 1) = definitely enlist
= probably enlist
= probably not enlist
= definitely not enlist

TABLE 7-5. COMPARISON OF DEMOGRAPHIC CHARACTERISTICS OF POSITIVE AND NEGATIVE PROPENSITY GROUPS -- NPS SAMPLES BY TIME PERIOD

DEMOGRAPHICS	MALE SAMPLES		FEMALE SAMPLES	
	PRE-CRISIS	CRISIS	PRE-CRISIS	CRISIS
Educational level	**	**	n.s.	**
Currently attending school	**	**	**	**
Age	**	**	**	**
Employment status	**	**	n.s.	n.s.
Perceived difficulty of finding job	n.s.	n.s.	n.s.	n.s.
Recruiter contact	n.s.	**	**	n.s.
Own home	**	n.s.	**	**
Father career military	**	n.s.	**	n.s.
Number of dependents	n.s.	n.s.	**	n.s.
Reported grades	n.s.	**	n.s.	n.s.
Number of siblings	n.s.	n.s.	n.s.	n.s.
Oldest child in family	n.s.	n.s.	n.s.	n.s.
Friend thinking/joined military	**	**	**	n.s.
Marital status	**	**	**	**
Ethnicity	**	**	**	**

n.s. Not significant in differentiating positive and negative propensity individuals.

** Significant ($p < .05$) in differentiating positive and negative propensity individuals.

- Owning a home no longer differentiates propensity levels among men. (The propensity of those owning a home in the crisis sample is higher than earlier.)

In contrast:

- Level of educational attainment now differentiates propensity levels among women. (The propensity of those with less education is higher.)
- Reported grades in high school now differentiate propensity levels among men. (The propensity of those with low reported grades is higher, and that of men with very high reported grades is lower.)

Finally,

- Guard/Reserve recruiter contact no longer differentiates propensity levels among women, but now does so among men. (Propensity is much higher among men with such contacts who were interviewed in the crisis period than among those interviewed earlier.)

The consistencies should also be noted:

- Men and women now in school have higher propensity to enlist. These are predominantly respondents with lower levels of educational attainment -- in other words, those still in high school.
- Younger men and women show higher propensity to enlist than do older men and women.
- Unemployed men show greater propensity to enlist than do employed men. This variable does not differentiate among women with high propensity and those with low propensity.

- Single men and women show higher propensity than married men and women.
- The recent military involvement of friends differentiates high propensity men from low propensity men.
- Minority group members show higher propensity than do whites.
- Women who own their own home show lower propensity than do other women.

In summary, the military continues to be most attractive to NPS respondents who are young, unemployed, uncommitted to a spouse or to a mortgage, and who are relatively less educated. This is particularly true for minority group members. These characteristics are not altered by the onset of the Iranian hostage crisis, and the overall levels of propensity remain approximately the same as before the crisis. However, some characteristics do become more or less discriminating, as certain groups do react differentially to the crisis.

7.2 Other Geopolitical Attitudes

Certain direct attitudinal consequences of the crisis are easily studied. Many expected differences do occur, although not always at statistically significant levels.

- The perception of military danger to the United States rises among both males (from 65.8 percent saying it is at least somewhat high, to 68.7 percent saying this) and females (from 71.8 percent to 77.0 percent).
- Having a opportunity to serve the community (a possible substitute, in this questionnaire, for patriotism) does not change in importance.
- Favorability toward draft registration for 18 year old men increases slightly in both samples (from 61.0 percent to 63.3 percent among men, and from 63.5 percent to 57.8 percent among women).
- Favorability toward draft registration for both 18 year old men and 18 year old women changes differentially across samples. Among men, it declines (from 60.7 percent favorable, to 49.2 percent). Among women, however, it increases (from 31.1 percent, to 36.6 percent).
- In the crisis sample as compared to the earlier sample, there is an increase in the proportion of men who say they would take their chances that they wouldn't be drafted, if a draft were instituted (from 53.4 percent to 56.4 percent). There is also a slight increase in the proportion who say they would join the Active Forces (from 19.3 percent to 20.3 percent). The group who says they would join the Guard/Reserve decreases, from 23.2 percent to 19.6 percent.
- Among women, there are increases from the pre-crisis to the crisis sample both in the proportion who say they would join the Active Forces (from 7.7 percent to 9.8 percent) and in the proportion who say they would join the Guard/Reserve (from 26.7 percent to 30.2 percent), in the event of an actual draft. The proportion who say they would take their chances on not being drafted decreases, from 60.4 percent to 55.6 percent.

- There is no change in favorability toward a National Service Requirement among men (40.3 percent in the earlier sample; 39.8 percent in the crisis sample), but there is a slight decline in favorability among women (42.0 percent, to 38.1 percent).

7.3 Additional Attitudinal Factors

Not one of the attitude clusters discussed earlier in this report can be used to differentiate between the women interviewed in the earlier sample and those interviewed in the crisis sample.

Men interviewed in the two time periods differ somewhat from one another attitudinally. Three different clusters can be used to distinguish between the samples.

- Men interviewed in the crisis period are significantly more accepting of the need for the military.
- Men interviewed in the crisis period show significantly greater trust of authority -- less cynicism -- than those interviewed earlier.
- Men interviewed in the crisis period show significantly less interest in sedentary activities, such as reading or cooking.

(The detailed data are presented in Volume II.)

7.4 Some Relationships Between Variables

An initial analysis of certain interesting relationships between various factors studied in the NPS male samples showed that the effects of the crisis are not confined to changes in particular levels of propensity or agreement with particular attitude statements. Four examples follow.

Item 1. Propensity to Join the Active Forces

Before the Iranian crisis, propensity to join the Active Forces was predictable from the person's attitude toward the military and the extent to which the person perceived joining as helping to achieve important life goals.

After the onset of the Iranian crisis, the attitude toward the military factor and the life goal factor do not predict propensity. Propensity is far more predictable as a function of whether other people are seen as being pleased if the person where to join. Evidently, personal concerns have given way to social concerns as major differentiators of positive and negative propensity persons.

Item 2. Life Goals and High School Dropouts

Before the Iranian crisis, being a high school dropout was a good predictor of whether a person thought he could fulfill life goals by joining the Guard/Reserve.

After the onset of the Iranian crisis, this is no longer true. Status as a dropout is not a predictor of how well Guard/Reserve service is seen to offer life goal fulfillment.

Item 3. Age

Before the Iranian crisis, the older the person the less likely he thought that he could accomplish his life goals in the Guard/Reserve.

After the onset of the Iranian crisis, this effect drops by at least 50 percent. Older men now feel somewhat less negative (or more positive) about the possibility of achieving life goals in the Guard/Reserve.

Item 4. Professionals and Others with Heavy Workloads

Before the Iranian crisis, people working 49 hours a week or more felt it highly unlikely that they could fulfill their life goals in the Guard/Reserve.

After the onset of the Iranian crisis, these people feel slightly positive that they can fulfill their life goals by being in the Guard/Reserve.

Indeed, these four examples show that the most interesting and important effects of the crisis are in the area of relationships between variables. This issue is explored more fully and systematically in the next several pages, using the enlistment propensity model.

7.5 The Enlistment Propensity Model

The first question that may be asked is whether or not the enlistment propensity model developed in 1978, in a period of relative political calm, can be applied directly to the data gathered during the crisis period. The test is, necessarily, a stringent one for the model. Nonetheless, the 1978 model predicts at least as well for those data as for the data of the precrisis sample. It may be concluded that the underlying approach is quite robust with respect to differences in samples, measurement procedures, and even geopolitical context.

While the model seems robust at a gross level, however, there may still be differences at a finer level of analysis that can cast light on the attitudinal dynamics underlying propensity in different political situations.

Table 7-6 presents the results of a finer analysis. It shows the additional proportion of variation in the propensity measure accounted for by the inclusion of each set of determinants of the model discussed in Section 6.5. The results from the earlier analyses are also repeated, to facilitate comparison. It can be

TABLE 7-6. PERCENT OF ADDITIONAL VARIATION IN PROPENSITY EXPLAINED AS DETERMINANTS ARE ADDED — NPS SAMPLES BY TIME PERIOD

DETERMINANTS IN ORDER OF ADDITION	MALE SAMPLES		FEMALE SAMPLES	
	PRE-CRISIS	CRISIS	PRE-CRISIS	CRISIS
Specific expectations about service	19.7%	19.1%	18.3%	17.1%
General attitudes about service	12.5%	13.7%	15.9%	22.1%
Social factors	5.1%	7.1%	10.5%	8.9%
Political factors	0.2%	4.0%	—	3.2%
Personal work situation	2.2%	1.9%	1.4%	3.6%
Schooling	0.7%	2.2%	—	0.2%
Family background	1.3%	1.4%	1.1%	0.8%
TOTAL VARIATION EXPLAINED	41.7%	49.1%	47.2%	55.9%

seen immediately that a greater proportion of the total variation in propensity among respondents is explained in the crisis samples, by the determinants studied.

- Approximately half of the additional variance is explained by responses to political considerations. Whereas political considerations did not add significantly to the explanation of propensity in the earlier samples, they now add substantially.
- General attitudes about service explain a third again as much additional variation in the NPS female crisis sample as in the earlier sample. The difference here between the female samples is markedly greater than that between the male samples.
- Social factors add somewhat less to the explanation of variation among women in the crisis sample, and somewhat more to that among men.
- The work situation becomes more important among women, and involvement in school becomes more important among men.

These differences may be better understood by an analysis of specific variables whose importance changes from one sample to another. These differences will therefore be discussed according to the groups of variables identified as determinants of propensity in these analyses.

7.5.1 Specific Expectations About Service

In the precrisis period, recall of advertising mentioning direct monetary benefits of Guard/Reserve service is associated with propensity to enlist. However, this is not so in the crisis period. While perceptions of the availability of appropriate jobs and training programs and of the value of Guard/Reserve experience for one's resume remain important predictors of propensity to enlist, advertising themes do not.

It is also of some interest to note that men in the crisis sample seem no longer concerned about possible harrassment by military supervisors.

7.5.2 General Attitudes About Service

Several variables fail to discriminate among women or men in the crisis sample as they had in the precrisis sample.

- Perceived achievability of important life goals is no longer associated with propensity to enlist, for women; it remains associated with propensity for men, however.
- Perceived opportunity costs become unimportant for women, although they do become important for men considering enlistment.
- The difficulty of making choices and finding a job worth doing fade in importance as determinants of propensity.

Other variables increase in importance as predictors of enlistment propensity, but only among women.

- Being a member of a team is more important to women in the crisis sample than in the earlier sample.
- Not being ready to settle down is also a more important determiner of propensity in the crisis sample of NPS women than in the earlier sample.
- The willingness to provide personal information -- an indication, perhaps, of willingness to accept orders and regimentation -- is highly associated with enlistment propensity in the crisis sample of women.

Overall, women in the crisis sample seem to show greater association between propensity and group-oriented attitudes, and less association between propensity and the calculation of individual benefits and costs. The basic appeal appears to remain for women who are searching for direction. There seems little comparable change in the samples of men. Indeed, the crisis sample of men shows somewhat more association between propensity and individual opportunity costs in this analysis than did the earlier sample.

7.5.3 Social Factors

Several social factors also change in importance among men and women in the crisis sample, compared with those in the earlier sample.

- . Being single and not planning marriage in the next year was highly associated with propensity for women in the earlier sample. Not only are these variables not significantly associated with propensity in the crisis sample, but there is even a tendency for single women to be lower in propensity.
- . Women in the crisis sample no longer show an association between propensity and the degree of encouragement for enlistment directly received from others. What may be involved, however, is a tendency to pay less attention to a variety of opinions coupled with a tendency to pay more attention to particular significant others, such as one's spouse. Women who consult a spouse are particularly unlikely to show enlistment propensity. (It is interesting to note a strong reverse tendency among men. Those men who consult a spouse tend to have greater enlistment propensity. This difference may result from contrasting sex role-breadwinner situations and the perception of Guard/Reserve participation as a potential means of serving the country in a crisis, without necessarily being required to face combat.)

- Men in the crisis sample show greater association between propensity and encouragement received from others than do men in the earlier sample, as seen in the increased proportion of the variance explained by the social factors in Table 7-6.

7.5.4 Geopolitical Factors

Both men and women do show a strong association between propensity and attitudes toward a National Service Requirement and toward a potential draft, in the crisis samples. These attitudes had not added to the explanation of variation in propensity earlier, as discussed in Section 6.3.

7.5.5 Personal Work Situation

In the crisis sample, those women who consider it possible they may work in a factory are highly likely to show enlistment propensity. In the earlier sample, there was no such association. The association between a woman's propensity to work in a factory and her propensity to enlist in the later sample is stronger than the similar association among men.

In the earlier sample, women with high propensity to take a desk job also show high propensity to enlist in the Guard/Reserve. This association is directly reversed in the crisis sample. In that group, it is those women who have low propensity to take a desk job who have high enlistment propensity. This reversal may result from a change in the image held by women of the positions available to them in the Guard/Reserve. The onset of the crisis may enhance the potential excitement of the Guard/Reserve for the non-desk oriented woman, or it may suggest to her that a desirable role will become easier to obtain.

There is also a significant reversal of direction in the relationship between propensity and the degree of focus on a particular job area, between the female samples. In the earlier sample, those women who were focused on a particular area of work had low enlistment propensity. In the crisis sample, they have higher pro-

pensity. This may result from the stronger association between propensity for factory work and enlistment propensity in the later sample. It may also result from the increased perception or the increased salience of the perception that joining the Guard/Reserve is less likely to interrupt progress in a chosen field of endeavor than is active duty.

7.5.6 Schooling

Attending high school or vocational-technical school becomes more highly associated with enlistment propensity in the crisis period, both for men and for women (although the association itself is still not statistically significant among women).

7.5.7 Family Background

In the earlier sample of men, the only family background variable that added significantly to the explanation of variation in propensity was age. Even with all other determinants considered, there remained an otherwise unexplained association between youth and enlistment propensity for men.

In the crisis sample of men, the significant explanatory relationship between age and propensity disappears. There do appear two additional explanatory relationships, however.

- . Men who have grown up in a small town have higher enlistment propensity than others.
- . Black men have higher enlistment propensity than whites.

7.5.8 Further Comments

The summary of relationships between propensity and important groups of specific variables just completed delineates a number of differences between the crisis samples and the earlier samples.

It should be re-emphasized that these are changes in relationships -- in the associations between propensity and other attitudes, expectations, and demographics. There are no significant differences in enlistment propensity itself as a result of the Iranian crisis. Rather, the determinants of enlistment propensity seem somewhat situation-specific -- they may change as socioeconomic or geopolitical conditions change. For example, the Guard/Reserve may be perceived primarily as offering a means of learning particular skills for people in a noncrisis period, but not in a crisis period. This suggests that some mechanism may be useful by which to monitor closely those changes in propensity and in the factors affecting propensity that result from critical socio-political events.

Tracking data may offer guidance regarding needed changes in advertising and promotional activities as a result of critical events. However, even if events such as the Iranian crisis do last several months, along with changes in variables which promote propensity, and time thus allows a shift in advertising campaigns, benefit-cost assessment will be necessary. Management will have to determine the value of altering advertising, promotional, and recruitment strategies to take advantage of the crisis effects. Is the amount of additional accessions that may be gained by redirecting advertising and related efforts sufficient to offset the cost? These issues cannot be addressed, though, without timely information about psychological changes resulting from socio-political events.

8.0 SAMPLE DIFFERENCES

The model of enlistment propensity developed in 1978 was focused upon determinants common to all of the samples studied. There are, however, many important factors peculiar to each of the relevant samples. This section utilizes the 1979 data to isolate differences between NPS males and females (Section 8.1), male and female Veterans (Section 8.2), and male Veterans who have served in different branches of the Active Forces (Section 8.4). Differences between NPS personnel and Veterans are also treated, but not as extensively as the other differences (Section 8.3).

8.1 NPS Males and Females

A number of significant differences between NPS men and NPS women have been discussed in the course of this report. Only those bearing directly on the determinants of propensity will be discussed here.

8.1.1 Specific Expectations About Service

As noted earlier, concern with harrassment by military supervisors is associated with propensity only by men. Men and women both show strong associations between job expectations in the Guard/Reserve and propensity.

8.1.2 General Attitudes About Service

Enlistment propensity is associated with somewhat different sets of attitudes among women than it is among men. Attitudes related to propensity only among women include:

- An acceptance of the opportunity costs of service.
- A disinclination toward sedentary activities.
- Not feeling ready to settle down.

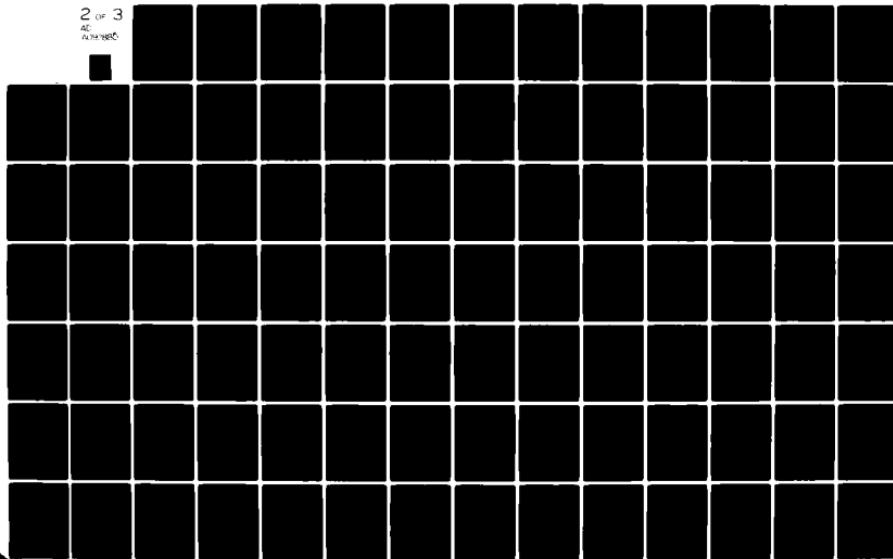
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ISSUES RELATED TO RECRUITMENT OF ENLISTED PERSONNEL FOR THE RES--ETC(U)
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As noted in the 1978 report, the break in routine that Guard/Reserve service offers may be seen as a major benefit to young unmarried women, unfocused as yet on a job or family. This appeal would seem to contrast with the appeal offered young men beginning a career, or older, family-oriented men and women. The Guard/Reserve may be able to capitalize on this attractiveness, but it must also take care that more lasting benefits are made clear, lest major attrition occur as the initial excitement fades, or these women begin to make permanent life commitments.

Changes in the attitudes associated with Guard/Reserve service associated with the Iran crisis have already been discussed in Section 7.5.2.

8.1.3 Social Factors

The markedly greater effect of social factors on enlistment propensity of women has already been commented upon. Several specific differences between the precrisis data for men and the precrisis data for women may also be noted:

- The overall encouragement or discouragement perceived to be offered by those closest to the respondents is associated with propensity among women, but not among men.
- Men show significantly less enlistment propensity, however, if they say they are thinking of their friends when considering whether or not people around them would be pleased than if they do not. (In other words, the relevant men say the opinions of their friends are most significant, rather than those of their parents.) There is no such relationship among women.
- Being single and not planning marriage is an important predictor of enlistment propensity among women, but not among men.

The results suggest again the appeal of the Guard/Reserve to women who are presently uncommitted. It is important to note the contrasting factor of concern with peer approval among men: While both NPS samples show concern with social approval, the source of approval or disapproval is not predictive for women. (The reference here is to the pre-crisis sample; spouses are critical for women in the post-hostage sample). A disinclination toward the Guard/Reserve in some male peer groups may be a highly important concern for the Guard/Reserve.

8.1.4 Geopolitical Factors

There are no differences between the male and female samples with respect to the immediate impact of political factors on propensity.

8.1.5 Personal Work Situation

The explanation of variation in propensity among men is improved somewhat more by the addition of work-related determinants than it is among women. In the pre-crisis sample, enlistment propensity among men is associated with propensity toward factory work and with being employed part-time (or not moonlighting). Neither of these variables is important among women. In contrast, enlistment propensity among women is associated with a lack of focus on a specific type of job and with propensity to work at a desk job (but not necessarily only at a desk job). Changes in these relationships as a result of the Iranian crisis have been discussed in Section 7.5.5.

8.1.6 Schooling

Being in high school or a vocational-technical school is associated with enlistment propensity for males, but not for females. In other words, women still in high school are not a potentially presold target population, as such men seem to be.

8.1.7 Family Background

Even when all other factors discussed have been considered, youth is still associated with propensity for men. It is not so for women, however.

Even when all other factors discussed have been considered, black women are particularly high in enlistment propensity. Black men are not, in the NPS sample.

Two different dynamics may be involved, at least on the surface. Young men may see Guard/Reserve service as offering an opportunity to do those things and to use those abilities peculiar to youth. Young men may be desirous of such opportunities, regardless of their intended or actual commitment to home and work. Black women may see Guard/Reserve service as offering opportunities not available to them in the normal civilian world -- opportunities that have become available, at least to some degree, to white women and to black men.

8.2 Male and Female Veterans

Several of the differences between NPS males and females are also found in the samples of Veterans. For example, the propensity of male Veterans is related to concern over harrassment by military supervisors, but that of female Veterans is not. A number of the differences between NPS samples do not emerge among Veterans, however, and several of these differences are worthy of comment. Also, some differences between male and female Veterans emerge in an analysis of those variables pertinent only to Veterans.

8.2.1 Availability of Guard/Reserve Service

It is noteworthy that:

- Almost half of the Veterans checked whether there was a Guard/Reserve unit close enough for them to join, since separation.
- Nine out of ten found such a unit.
- Three out of five that found a unit said it did not have an opening for their skills or training.
- Among all Veterans, more than one out of nine had applied for the Guard/Reserve since separation.

Efforts to find a nearby Guard/Reserve unit, and the availability of an opening utilizing her skills are significantly associated with propensity of women Veterans. These variables are not related among men.

8.2.2 Exposure to Guard/Reserve Promotion

The receipt of recruiting literature and the reading of it are associated with propensity among men. The more recently women have received recruiting literature, the greater their enlistment propensity. There is no such association among men.

8.2.3 Experiences in Service and Since Separation

Satisfaction with experiences in the service is highly related to enlistment propensity among women, but not among men. Furthermore, while dissatisfaction with experiences in civilian life since separation is associated with propensity for both samples, the relationship is somewhat stronger among females. It should also be noted that recently divorced women have low enlistment propensity, while recently divorced men tend to have positive propensity. Problems of making child care arrangements or of earning a living undoubtedly lie behind these differences.

The longer the time since the last promotion, the lower the propensity for women. Furthermore, not having had their most recent promotion until near separation is somewhat more negatively related to propensity among women than among men. (These results are based on analyses of the weighted samples. The effects of the different promotion policies of the several branches of the Active Forces are not analyzed here. Relevant data may be found in Volume II, however.) Time since separation is unrelated to propensity in either sample.

Men who have talked with a career counselor in the service tend to have higher enlistment propensity, despite the fact that many do not judge the discussions as particularly helpful. These factors are unrelated to propensity among women.

8.2.4 Specific Expectations About Service

Both men and women show greater enlistment propensity if they believe Guard/Reserve service would be helpful with a civilian employer. Men are significantly concerned with the variety of jobs and training programs; women are not. (It should be recalled that the availability of particular openings in Guard/Reserve units is important to women, however; cf. Section 8.2.1).

8.2.5 General Attitudes Toward Service

Several sets of attitudes are differentially related to propensity in the different samples.

Propensity is greater among male Veterans who:

- Are more likely to have blocks of free time each month,
- Are desirous of changes in their jobs or way of life, and who
- Perceive benefits of Guard/Reserve service with respect to travel, excitement and adventure, and learning self-discipline.

These factors are not related to propensity among female Veterans.

Female Veterans do evidence greater propensity if they believe women can accomplish useful tasks in the Guard/Reserve. This set of attitudes is irrelevant to the propensity of male Veterans.

8.2.6 Social Factors and Geopolitical Factors

Social factors are particularly important determinants of propensity among NPS respondents -- and particularly so among NPS women. Not only are these factors less important among Veterans, but they are not at all related to propensity among women Veterans. The perception of social support for enlistment is associated with propensity for male Veterans, but not for female Veterans.

Two related explanations may be considered regarding the unimportance of social factors to women Veterans. First, these women may be self-selected for the Active Forces exactly on the basis of their relative unconcern for the social approval of civilians around them. Second, they may have developed this lack of concern during their period of active duty service.

There is no relationship of political factors to propensity in either sample.

8.2.7 Personal Work Situation

The propensity of male Veterans is additionally affected by their work situation, while that of female Veterans is not.

In particular, the propensity of male Veterans is high if:

- . They believe an employer will hold a job for someone on active duty in the Guard/Reserve.
- . They have high propensity to work in a factory.

. They are not looking for a second (moonlighting) job.
(In contrast, there is a tendency for women seeking a moonlight job to have higher enlistment propensity.)

It would be valuable to explore more fully the constraints different work situations impose upon people interested in Guard/Reserve participation. Focus group data suggest the importance of substitutability among personnel to employers. Those data partially explain the relationships between propensity and size of company workforce (and thus, perhaps, differences between factory work and other work). Furthermore, it is clear that the attitudes of first-line supervisors, obtained in direct discussions, are an important determinant of propensity for male Veterans. It is noteworthy that 2 1/2 times as many Veterans as NPS respondents have talked to a supervisor about participation in the Guard/Reserve. Veterans either feel freer to talk to a supervisor or can more readily identify the supervisor as the proper person with whom to discuss Guard/Reserve activities. (The difference between the samples is not due to level of propensity. It will be recalled that the overall levels are the same for both groups.)

Finally, concern with an employer's holding a job open is relevant for male Veterans. Although they need not enter IADT status, as NPS personnel must, they are perhaps more acutely aware of the possibilities of Guard/Reserve unit activation.

8.2.8 Schooling

Both male Veterans and female Veterans show greater propensity if they have studied a subject related to an ASVAB other than General/Technical. This factor is somewhat more pertinent for the women than for the men.

8.2.9 Family Background

Among Veterans, both black men and black women have greater propensity than their counterparts in other racial and ethnic groups. This factor is a more critical differentiator among female Veterans than among males.

8.2.10 Branch of Previous Service

Even after all other factors discussed are considered, branch of previous service is related to enlistment propensity among male Veterans, but not among females. Some of the differences associated with branch of previous service are detailed in Section 8.4.

8.3 NPS Personnel and Veterans

It is impossible to compare NPS personnel and Veterans directly in terms of most of the particular variables involved. Many sets of variables differ from one another, particularly with respect to the effects of previous service experience. Once those variables are taken into account, a major portion of the variations in propensity among Veterans is explained. However, even when those determinants are omitted from consideration, the data show less relationship between propensity and general attitudes and social factors for Veterans than for NPS personnel.

Two explanations are appropriate to the differences between these samples. First, Veterans have selected themselves earlier exactly on the basis of their attitudes toward service and related attitudes, and they have formed social relationships based on that service. Second, Veterans are older, more mature, and more likely to be committed to their family and their occupation. These factors reduce the general interpersonal variation among Veterans, particularly in the factors associated with propensity, and thereby reduce the degree to which these factors can be associated with propensity in the Veterans samples.

8.4 Branch of Previous Service (Men Only)

The subsamples of male Veterans are large enough to allow reliable analyses of differences in attitudes between those from different branches of service. Furthermore, these help to explain variation in propensity among male Veterans, as noted in Section 8.2.9.

Figure 8-1 shows the ordering of average scores by men from different branches of service on each of the attitude sets measured in this study. The branch indicated at the left of each row has the highest score on the attitude set indicated, followed by that to its immediate right, and so forth. For example, enlistment propensity is highest among Veterans of the Marine Corps; then, among Veterans of the Air Force; then, the Army; and, finally, the Navy.

In each row of the figure, underlines indicate groups whose average scores do not differ significantly. Thus, for example, the enlistment propensity of former Marines is significantly greater than that of former Air Force men; that of Air Force men is significantly higher than that of Army or Navy Veterans; but that of Army Veterans does not differ from that of Navy Veterans.

A number of individually interesting differences emerge from this analysis. For example, Air Force Veterans are most likely to believe that women can accomplish useful tasks in the Guard/Reserve, and Marine Veterans are least likely to believe this. Also, Air Force Veterans show the greatest preference for sedentary activities, and Marines, for outdoor activities.

The most noteworthy point in this figure, however, is the pattern of differences in attitudes directly related to Guard/Reserve propensity according to the model that has been discussed. In analysis after analysis, the Marine and Air Force Veterans show

FIGURE 8-1. AVERAGE SCORES OF MALE VETERANS FOR EACH OF THE ATTITUDE SETS

CRITERION	COMPONENT ¹⁾			
	HIGH ²⁾	LOW		
Enlistment Propensity	MC	AF	A	N ³⁾
<u>ATTITUDINAL FACTORS</u>				
Benefits of being a member of Guard/ Reserve team	AF	MC	N	A
Need to be with other people	AF	A	MC	N
Attitudes toward the military	MC	AF	N	A
Achievability of life goals in the Guard/Reserve	MC	A	AF	N
Trust toward authorities	MC	AF	N	A
Issues related to participation of women in the Guard/Reserve	AF	N	A	MC
Lack of perceived opportunity costs	MC	AF	A	N
Other benefits of Guard/Reserve service	MC	AF	N	A
<u>ACTIVITY PREFERENCES</u>				
Sedentary activities	AF	A	N	MC
Social activities	A	AF	N	MC
Outdoor activities	MC	N	A	AF

1) A = Army
AF = Air Force
MC = Marine Corps
N = Navy

- 2) Components are arranged from left to right, from highest mean score (left) to lowest mean score (right).
3) Underlined set(s) of components indicate no difference between mean scores of those components.

more positive attitudes than the Army and Navy Veterans. Specifically, among the Air Force and Marine Veterans:

- Enlistment propensity is higher.
- The benefits of being a member of the Guard/Reserve team are more appreciated.
- Attitudes toward the military are more accepting.
- Trust in authority, including military authorities, is higher.
- Opportunity costs of Guard/Reserve service are more accepted.

The data do give some clues as to the origin of these differences, but further analysis may be helpful in developing a more complete explanation. Some of the clues indicate topics to consider more fully; others indicate variables that seem not to provide any explanatory power.

- Mental category is unrelated to propensity for those Veterans on whom such data are available.
- Air Force Veterans are oldest, on the average; Marine Corps Veterans, youngest.
- Air Force Veterans are most likely to have received a promotion near the time of separation; Marine Corps Veterans, very unlikely to have received one.
- Air Force Veterans are most likely to have gone to school since separation; Marine Corps Veterans, least likely.
- Marine Corps Veterans are most likely to have gotten married since separation; Air Force Veterans, least so.

In contrast,

- As would be expected from the results already described, Marine and Air Force Veterans are particularly likely to be satisfied with their previous service.
- Surprisingly, Air Force and Marine Veterans are least likely to have received their desired MOS or AFSC when they joined the service.
- Even those Air Force and Marine Corps Veterans unemployed at the time of the interview were more likely to say their military experience had been useful than those Army and Navy Veterans who were unemployed.
- Finally, Veterans of the Marine Corps and of the Air Force were most likely to have had early contact with a career counselor (more than 10 months before separation), and were most likely to say their discussions with the career counselor were helpful.

The weight of these data strongly suggests that a well-designed, continuing program of counseling -- whether on the value of a previously unsought MOS or on the benefits of the Guard/Reserve -- may be an important determinant of later attitudes of Veterans.

One last point may be raised regarding differences in Veterans from different branches of service. Army Veterans are most likely to have actually tried to find out if there is a Guard/Reserve unit close enough to join, while Navy Veterans are least likely to have done so. (It should be kept in mind that the sample of male Veterans was in fact drawn to match the availability of Army Reserve units.) Furthermore, Navy Veterans who have found a unit close enough to join are least likely to have found one with an opening for their skills and talent; Marine Corps Veterans are most likely to have found such a unit.

9.0 OTHER ISSUES

The data allow consideration of a number of other issues of interest to DoD personnel, some of which are independent of enlistment propensity and its determinants, and some of which shed further light on the components of general propensity.

9.1 Reactions to a Peacetime Draft Registration Requirement

Majority endorsement of the concept of a peacetime draft registration for men was found among the NPS respondents at the time of the survey. The responses to the specific draft-related questions are shown in Figure 9-1. Crossbreaks with relevant demographic variables are shown in Tables 9-1 and 9-2. It should be recalled that these data were obtained prior to the President's 1980 State of the Union address and prior to Congressional debate and passage of the draft registration law. Attitudes may have changed as a function of more recent discussion and the present realization of the concept.

Sixty-two percent (62%) of all NPS men answering the question said they were at least somewhat in favor of the concept, while only 27 percent said they were at least somewhat opposed. (The remainder said they were neither in favor nor opposed.)

Certain segments of the respondents interviewed were more favorable than others to the concept discussed -- registration without an actual draft unless there should be a national emergency. In particular, men who might be least likely to be directly affected by a callup -- older men, those who are married -- were most favorable. Nonetheless, no major segment showed fewer than 47 percent favorable responses.

Fifty-five percent (55%) of NPS women answering the question were at least somewhat in favor of peacetime registration for men, while 31 percent were at least somewhat opposed. The pattern of support for the concept among different segments of the female sample was basically similar to that found among the men.

FIGURE 9-1

DRAFT-RELATED QUESTIONS AND RESPONSES OF NON-PRIOR SERVICE MALES AND FEMALES

A number of people have been discussing a law requiring all men to register for the draft, when they are 18 years old. How would you personally feel about such a requirement, if it meant only that the young men would have to register, but there would be no draft unless there were a national emergency? Would you be:

	<u>Strongly in Favor</u>	<u>Somewhat in Favor</u>	<u>Neither</u>	<u>Somewhat Opposed</u>	<u>Strongly Opposed</u>
NPS MALES	29%	33%	11%	12%	15%
NPS FEMALES	19%	36%	14%	16%	15%

How would you feel if the requirement applied not only to men at age 18, but also to women? If the requirement were that all young people are required to register but there would be no draft unless there were a national emergency, would you:

	<u>Strongly in Favor</u>	<u>Somewhat in Favor</u>	<u>Neither</u>	<u>Somewhat Opposed</u>	<u>Strongly Opposed</u>
NPS MALES	23%	27%	14%	15%	21%
NPS FEMALES	10%	23%	14%	20%	34%

How about draft registration, together with a requirement that all young people would have to participate in some sort of national service? If some people could choose to join some community service organization, such as Vista or the Peace Corps, and those who wanted could choose the military forces, how would you react to the requirement? Would you be:

	<u>Strongly in Favor</u>	<u>Somewhat in Favor</u>	<u>Neither</u>	<u>Somewhat Opposed</u>	<u>Strongly Opposed</u>
NPS MALES	13%	27%	16%	18%	26%
NPS FEMALES	12%	29%	19%	21%	20%

Finally, if you yourself had to register for a draft, and you knew some people would actually be drafted, would you:

	<u>Join Active Military</u>	<u>Join National Guard or Reserves</u>	<u>Take Your Chances</u>
NPS MALES	20%	21%	55%
NPS FEMALES	9%	29%	61%

TABLE 9-1. DRAFT REGISTRATION FOR MEN ONLY -- NON-PRIOR SERVICE SAMPLES BY SEGMENT

OF THE DEMOGRAPHIC SEGMENT INDICATED:	PERCENT OF MALES WHO ARE:			PERCENT OF FEMALES WHO ARE: FAVORABLE OPPOSED NEUTRAL
	FAVORABLE	OPPOSED	NEUTRAL	
All men (N = 1484)	62	27	11	55 31 14
Married	76	15	9	60 27 13
Single	57	32	11	52 31 15
Working	65	24	11	56 30 14
Not working	52	39	9	53 33 13
White	64	25	10	57 29 14
Black	47	41	11	42 42 15
Other	53	35	11	50 35 15
Now in school	55	33	12	53 36 11
Not now in school	67	24	10	56 29 16
Age:				
17.5 - 18 years	52	35	13	50 34 16
19 - 20	51	34	15	51 37 13
21 - 22	65	25	10	57 34 10
23 - 24	72	21	7	54 38 18
25 - 26	73	19	8	63 21 14
Education:				
Less than high school	51	35	14	49 38 13
High school	64	26	10	54 28 18
1 - 2 years of college	65	25	10	61 30 9
3 or more years of college	67	25	8	60 29 11
Attitude toward "Women's Lib":				
Favorable	N/A	N/A	53	31 31 14
Opposed	N/A	N/A	56	29 29 14

TABLE 9-2. DRAFT REGISTRATION FOR EVERYONE -- NON-PRIOR SERVICE SAMPLES BY SEGMENT

OF THE DEMOGRAPHIC SEGMENT INDICATED:	PERCENT OF MALES WHO ARE FAVORABLE OPPOSED NEUTRAL			PERCENT OF FEMALES WHO ARE FAVORABLE OPPOSED NEUTRAL		
	FAVORABLE	OPPOSED	NEUTRAL	FAVORABLE	OPPOSED	NEUTRAL
All women (N = 995)	50	36	14	33	53	14
Married	55	33	12	35	52	13
Single	48	37	15	31	54	14
Working	52	33	14	34	53	14
Not working	41	43	15	31	55	14
White	52	34	14	34	53	14
Black	34	49	17	25	61	14
Other	45	40	15	33	54	13
Now in school	47	38	15	31	55	13
Not now in school	52	34	14	34	52	14
Age:						
17.5 - 18 years	45	40	16	25	59	16
19 - 20	44	38	18	30	54	16
21 - 22	50	37	13	29	61	10
23 - 24	54	32	14	39	46	15
25 - 26	58	30	12	44	45	
Education:						
Less than high school	45	38	17	27	60	14
High school	50	37	13	33	51	16
1 - 2 years of college	51	34	15	32	57	11
3 or more years of college	56	30	14	41	48	11
Attitude toward "Women's Lib":						
Favorable	N/A	N/A		39	47	14
Opposed	N/A	N/A		19	69	12

Each sample was also asked about support for the concept of peacetime draft registration for all persons -- women as well as men. Half of the men (50 percent) supported this concept, and 36 percent were opposed. In contrast, only 33 percent of the women supported this concept, while 54 percent were opposed. Major support for this concept came from older men, and from those with more education. Strong disagreement with this concept was found among black men. It was also found among men attending or intending to pursue education in a vocational-technical program (not shown in Table 9-2). Surprisingly, perhaps, draft registration for all persons was more accepted among married men than among single men.

The negative attitude toward draft registration for all was least evident among older women, and strongest among black women, with respect to the major segments studied. A subsidiary analysis showed that women identifying themselves as strong feminists were significantly more favorable to the concept of peacetime registration for every young person than were women opposed to "Women's Lib."

Furthermore, as also shown in Figure 9-1:

- Men and women are split on the favorability of a national service requirement. Compared to last year, this represents an increase in favorability.
- Comparing the answers to the several questions shown, it may be seen that women tend to favor a national service requirement coupled with draft registration more than draft registration alone.
- If there were a draft registration and some people would be drafted, 41 percent of the men would join the Active Forces (20 percent) or the Guard/Reserve (21 percent), and 38 percent of the women would join the Active Forces (9 percent) or the Guard/Reserve (29 percent).

9.2 Projected Reactions to Various Enlistment Incentives (NPS Respondents Only)

Two sets of questions designed to provide information on the relative efficacy of incentives for enlistment in the Guard/Reserve were included in the survey. The first set of questions deals with enlistment propensity if cash bonuses were provided (\$1,000, \$1,500, \$2,000). The second set of questions deals with enlistment propensity if educational benefits were provided (\$500, \$750, or \$1,000 per year, for up to four years).

As would be expected, enlistment propensity rises with the level of incentive offered. Table 9-3 shows the relevant data for NPS men and women interviewed before the hostage-taking in Iran. (The post-hostage-taking data pattern is quite similar. It is not discussed here, however, because of the data showing that the determinants of enlistment propensity differ between time periods.)

The relationship between enlistment propensity and incentive level is curvilinear upward in each case (within the range of incentives studied) for men. That is, there is a greater increase in propensity for a given increase in the incentive offered at the upper end of the incentive range. A \$500 increase in the incentive level is accompanied by a larger increase in propensity at \$1,500 than at \$1,000. This pattern is lacking for women's responses to cash bonuses, however. Women are more responsive to a small cash bonus than are men. Women are also less sensitive to differences in amount, within the range studied, perhaps because of restricted experience with earning their own way, at the age studied. (Also, those in the sample work part-time more often than the men in the sample.)

The projected bonus dollar cost to increase enlistment propensity by one percent for each incentive for each sample is shown in Table 9-4. The pattern of data seems similar to that found in the first study in this series (1977), given some allowance for inflation.

TABLE 9-3. RELATIONSHIP BETWEEN VARYING LEVELS OF TWO TYPES OF INCENTIVES AND PROPENSITY — NON-PRIOR SERVICE SAMPLES

INCENTIVE	PERCENT NPS MALES SHOWING POSITIVE PROPENSITY	
	MALES	FEMALES
BASE	721	659
<u>Enlistment Bonus</u>		
\$1,000	25.1	20.4
\$1,500	27.5	25.6
\$2,000	33.9	30.5
<u>Tuition Assistance</u>		
\$500/year	17.1	17.0
\$750/year	20.2	20.4
\$1,000/year	29.2	27.3
<u>Initial Computed Propensity</u>		
<u>No Incentive Presented</u> (from Tables 5-1 and 5-3)	19.7	8.8

TABLE 9-4. INCREASE IN BENEFITS, REQUIRED TO OBTAIN ONE PERCENT INCREASE IN POSITIVE PROPENSITY¹⁾ -- NON-PRIOR SERVICE SAMPLES

BENEFIT LEVEL RANGE	REQUIRED INCREASE	
	MALES	FEMALES
<u>Bonuses</u>		
\$1,000 to \$1,500	\$208.33	\$ 96.15
\$1,500 to \$2,000	\$ 78.12	\$102.04
\$1,000 to \$2,000	\$113.64	\$ 99.01
\$1,100 to \$2,200 (1977)	\$ 93.22	N.A.
<u>Tuition Assistance</u>		
\$500 to \$750	\$ 80.65/yr	\$ 73.53/yr
\$750 to \$1,000	\$ 27.78/yr	\$ 36.23/yr
\$500 to \$1,000	\$ 41.32/yr	\$48.54/yr

1) The difference in incentive dollars relative to the differences in percent with positive propensity. For example, (\$1,500 - \$1,000) divided by (27.5 percent minus 25.1 percent positive) = \$208.33, for male NPS respondents.

The data also show that incentive programs would change the composition of the positive propensity groups in the direction of greater maturity.

The respondents who are positive propensity when asked about enlistment with a \$2,000 bonus, or enlistment with educational assistance of up to \$1,000 per year, but who were not positive without any incentives were compared with those who were positive before any incentives were discussed. Those who respond positively to the incentives are older and more likely to be married, both among NPS men and among NPS women.

In addition, the NPS men who are responsive to either incentive program are:

- Higher in educational attainment,
- More likely to be in school at the present, and
- More likely to own their own home.

The NPS women are responsive to either incentive program are also:

- Likely to have more dependents, and
- Less likely to have already seen a Guard/Reserve recruiter.

In addition, women who respond positively to a cash bonus are more likely to be white, and those who respond positively to educational assistance are likely to report higher grades in high school.

Enlistment bonuses seem more likely to increase enlistment propensity above the baseline level than tuition assistance, at a moderate level of investment. However, assuming that fewer recruits would actually use maximum tuition assistance, and that

such use would be spread out over several years, such assistance may be more cost effective as a means of increasing propensity -- particularly among high quality NPS men (see below) -- than enlistment bonuses. Cash bonuses and educational assistance incentives would be cost-equivalent at the maximum levels studied only if 50 percent of those eligible actually use the educational benefits for a full four years. Furthermore, the data suggest that the potential returns of educational assistance incentives increase more rapidly with increases in the levels of incentive offered than do those of enlistment bonuses. The most cost effective incentive may be high levels of tuition assistance.

The foregoing comments are relevant to the respondents as a whole. There are also segmentation possibilities: For example, men who are looking for work are decidedly more responsive to each incentive at each level than are those not looking for work. Similarly, those attending a vocational-technical school or a two-year college are more responsive than are those attending a four-year college.

It should also be noted that certain segments are more sensitive to differences in incentives than are others. Again, men attending a vocational-technical school or a two-year college show greater increments in enlistment propensity with changes in incentive level than do those attending a four-year college.

Finally, the two kinds of incentives are differentially appealing to those in different segments. In general, at the incentive levels studied, enlistment bonuses are more attractive than is educational assistance. This is not true among men in school or planning on further schooling who do not receive financial assistance. Among those respondents, enlistment bonuses are, relatively speaking, less attractive than educational benefits.

9.3 Validity of the Standard Enlistment Propensity Measure

Reinterviews of selected respondents first interviewed in 1978 provided the opportunity to test the predictive validity of the propensity measure. They showed that the statement by an NPS person that he or she will definitely or probably enlist in some military component is predictive of actual behavior.

Two samples of respondents were drawn from the 1978 tracking study for reinterviews this year. One sample comprised all NPS men and women who had shown positive propensity to enlist ($N = 561$). The other sample, of the same absolute size, was drawn from those showing negative enlistment propensity.

Three hundred seventy-two (372) respondents of the first sample (67 percent) were actually contacted and reinterviewed, as were 339 of the second sample (60 percent). (The difference in reinterview rates results from the greater effort made to trace positive propensity persons through new addresses, etc.)

Steps toward enlistment, such as sending for recruiting literature, seeing a recruiter, and so forth were listed, and respondents were asked about each. Their responses were tabulated according to their 1978 propensity scores. The rate of behavioral follow-through -- the proportion taking the step in each sample (negative propensity and positive propensity) -- is shown in the two leftmost data columns of Table 9-5.

The data show a clear difference between the two samples. Positive propensity respondents do show more enlistment-related behavior than negative propensity respondents. Furthermore, the relative difference is greater, the closer the behavior to actual enlistment. For example, three times as many respondents in the positive propensity sample report sending for recruiting literature or going to see a recruiter in 1979 as did respondents in the negative propensity sample. Six and one-half times as many

TABLE 9-5. PROPORTION OF RESPONDENTS CARRYING OUT ENLISTMENT-RELATED BEHAVIORS -- REINTERVIEW SAMPLES

ENLISTMENT-RELATED BEHAVIOR	NEGATIVE PROPENSITY SAMPLE (N=339)	ALL POSITIVE PROPENSITY RESPONDENTS (N=372)	WITHIN POSITIVE PROPENSITY SAMPLE					
			LIKELIHOOD OF SENDING FOR LITERATURE		LIKELIHOOD OF SEEING RECRUITER		LIKELIHOOD OF TAKING TEST	
			HIGH	LOW	HIGH	LOW	HIGH	LOW
Sent for literature or went to see recruiter	.103	.323	.458	.216	.489	.154	.494	.181
Attended an open house	.032	.113	.143	.088	.168	.055	.163	.070
Applied to a military service	.012	.078	.101	.059	.142	.011	.134	.030
Took test for military service	.012	.067	.083	.054	.121	.011	.110	.030
Accepted for military service	.006	.048	.060	.039	.089	.005	.081	.020
Joined a military unit	—	.035	.042	.029	.063	.005	.052	.020

report applying for military service. The data are highly consistent with the assumption that expressed enlistment propensity is a valid indicator of differences in behavior intention. Additional aspects of the data in Table 9-5 will be discussed in Section 9.4.

9.4 Behavioral Steps Toward Enlistment

In the initial discussion of the model of enlistment (Section 3.0), it was noted that a number of behavioral steps must result from positive propensity, before an accession occurs.

Considerable refinement of the prediction of enlistment is in fact possible, if one asks respondents about their intentions regarding enlistment-related behaviors, rather than solely about propensity. The relevant behaviors range from sending for literature or going to see a recruiter, to attending an open house, to applying for enlistment, taking a test, and actually enlisting.

In the 1978 study, respondents were asked to predict the likelihood of engaging in each of a number of behaviors, within a six month time span. These included several enlistment-related behaviors: sending for literature, seeing a recruiter, and taking a test for the military. They also included several non-enlistment-related behaviors: going on with education after high school or continuing in college, getting married, getting a new job, and moving.

The data from all positive propensity NPS respondents in the longitudinal study were examined to determine which, if any, of the predicted behaviors were actually carried out in the year that elapsed between interviews. For every single behavior studied, respondent predictions are significantly correlated with actual behavior. To take the most striking example of this, with a non-enlistment-related behavior: 59 respondents predicted they would continue schooling after high school graduation; 30 did so. In contrast, 29 predicted they would not; only 1 of these did continue schooling.

One hundred ninety (190) respondents said they were "very likely" or "somewhat likely" to see a recruiter; 41 percent did so. Of the remaining 179 positive propensity respondents, only 13 percent saw a recruiter. Similar results were found for predictions of sending for literature and predictions of taking a test, albeit at lower levels of statistical significance.

Enlistment-related behavior is predictable from responses to direct questions about specific behaviors to be engaged in within specific periods of time, as shown here for the respondents with positive enlistment propensity. The validity coefficient would be even higher, were all respondents considered. Thus, the execution of specific enlistment-related behaviors is predicted better by asking respondents their intentions regarding these behaviors than by the more general standard propensity question. Greater attention should be paid to questions probing these intentions than is now the case, if predicting the level of such behaviors is a goal of the yearly study.

Furthermore, the data indicate that specific enlistment-related behaviors are even better predictors of enlistment itself than is the standard propensity question. It is those people who have positive propensity and who specify their intention to carry out enlistment-related behaviors who do engage in those behaviors, and it is those who carry out those behaviors who go on to actual enlistment. This is shown in the right half of Table 9-5. Each pair of columns differentiates between respondents who say they are likely to engage in the behavior indicated above those columns and those who say they are not. The numbers in the table indicate the proportion of each group that report actually carrying out the enlistment-related behavior indicated at the left side of the table. Thus, for example, .458 of the positive propensity respondents who said, in 1978, they were likely to send for recruiting literature report doing so in 1979. In contrast, .216 of those who said, in 1978, they were unlikely to send for literature report doing so in 1979.

Comparing the columns just described with those on the left, it can be seen that the best prediction of actual enlistment from the data available would be on the basis of positive propensity and perceived high likelihood of seeing a recruiter. (The qualification must be added, however, that respondents who actually enlisted joined the Active Forces. As discussed earlier, in Sections 4.3 and 5.5, propensity to enlist in the Active Forces and propensity to enlist in the Guard/Reserve are highly correlated, and the components are not well-differentiated by most respondents. Additional comments on these issues, drawn from qualitative interviews, are noted in Section 9.6.)

Finally, an analysis of the pattern of enlistment-related behaviors by individual respondents (not shown) indicates that one can construct a statistically reliable scale for the proximity to enlistment itself, using the behaviors listed at the left of Table 9.5, in the order listed. Knowing behavior intentions is a critical element in the prediction of enlistment.

This discussion has implications for advertising and promotion. Most advertising and promotion seems to be aimed at increasing enlistment directly. But that behavior is the culmination of a series of small steps. If the process has some of the elements of a "foot in the door" dynamic to it, and the intermediate steps can be better predicted than the end result, then it may be wise to divert at least some advertising and promotion toward stimulating NPS personnel toward completing the intermediate steps. For example, it may be efficient to shift more advertising toward convincing those with positive propensity to see a recruiter (easy to do, no commitment, a way to gather more information) rather than stressing enlistment itself (high inertia, heavy commitment). Similarly, it may be useful for recruiters to attempt to stimulate potential recruits to visit an open drill session ("try before you buy"), rather than (or in addition to) trying to enlist them directly.

9.5 Changes in Propensity Over Time

Respondents in the reinterview sample were asked their propensity this year, as in 1978, and the responses over the two years were compared with one another for each individual. Table 9-6 displays the number of respondents with positive propensity and those with negative propensity in each year.

Eighty-eight percent (88%) of the respondents with negative propensity in 1978 remained negative propensity in 1979. In contrast, only 35 percent of those who were positive in 1978 remained so in 1979. While the absolute number of positive propensity persons does not shift so markedly as these percentages suggest (since there are more than four times as many respondents with negative propensity in the population), the loss is a serious one. It would be valuable to develop programs that would keep respondents in the positive propensity pool longer. It would also be valuable to develop programs to take advantage of the shifts into the positive propensity pool by NPS men and women who are older and more mature.

The stability of the propensity over time is also an important measurement characteristic of the scale, offering reasons for confidence in its use. Over 60 percent of all respondents remain in the same category from one year to the next, despite all changes in their personal lives and all changes in the external world. Furthermore, respondents who had positive propensity for the Guard/Reserve in 1978 were more than three times as likely to have positive propensity in 1979 as did those who had negative propensity in 1978.

The data clearly demonstrate the stability of the propensity measure and increase the confidence with which that measure may be used.

TABLE 9-6. STABILITY OF PROPENSITY SCORES -- REINTERVIEW SAMPLES

Number of Respondents with 1978 Propensity:	Number of Respondents with 1979 Propensity:			<u>Total</u>
	<u>Positive</u>	<u>Negative</u>		
Positive	132	240		372
Negative	39	299		338
<u>Total</u>	171	539		710

9.6 Qualitative Aspects of the Reinterview Data

Qualitative interviews were completed with 23 respondents in the reinterview sample who had gone to an open house, applied to a military component, taken a test, or been accepted for military service. This group comprises all those in the reinterview sample eligible on these criteria who were also willing to participate, and reachable -- about half of those eligible. These interviews were directed at determining how these particular respondents first found out about the military, how they came to see a recruiter, what experience they had with recruiters, and what reasons they offered for finally applying to join a military component or for not applying to do so.

Seven of these respondents had joined the military; all seven had joined the Active Forces.

9.6.1 Contact with the Military

Many respondents said that they had "always" known about the military because of the media or because of family members who had served. What stood out in the minds of most was the benefits and services the military offered. Respondents said that this is what their fathers and other relatives talked about. In contrast, they reported that brothers or sisters who had joined talked about the experience of boot camp which they described as very rough.

Respondents had talked to friends and relatives a great deal about their experiences in the military. Answers to questions about military life frequently took the form "Well, my friend said that you got to ..."

The impressions gained from friends and relatives about the military were mostly positive. (However, as will be shown below, negative comments by friends weighed heavily in the respondents' final decisions.) The respondents felt that the military is "A

good place to get started," to learn a trade or to work for a college degree. Several had been told that it is better than going to school, because the military provides a job and a skill or education at the expense of the government. Joining the military is seen as a way to progress either because a Veteran had greater discipline and organization or simply because Veterans enjoy a particular glorified image as well as tangible advantages in the job market. Respondents said the military provides a chance to meet new people and to travel. Most important, joining the military provides a guaranteed job with extensive benefits -- "You won't get laid off."

A majority of the participants had attended open houses. Most were held at their high schools and were arranged by the schools. Most open houses were for several branches.

The participants went to open houses in groups and usually stayed with their peers throughout. The activities included were films, slide presentations, and talks by enlisted personnel. Several of the participants said that they left their names with the military personnel so that they could get more information.

Most respondents contacted were interested in the Active Forces. Few said that they were considering the Guard or the Reserves. Most distinguished between the Actives and the Reserves by the amount of time involved, training, and responsibilities. They knew that the Guard/Reserve was basically a weekend commitment after a short period of training. They felt that the vocational training of the Actives was superior, and that the role of the Guard/Reserve was for internal protection and in case of emergencies.

Most of the respondents wanted a life style change, an intensive technical training program, or an experience that would help them mature. They were looking for something that supplied structure, direction, discipline and training, and most did not view the Guard or the Reserves as supplying this. This widespread opinion may reflect the needs of the respondents' developmental stage.

Many respondents had seen ads in the media about the services. Few said that these influenced them. The general consensus was the the ads were only a selling ploy.

9.6.2 Events Leading Up to Recruiter Contact

Most respondents had been the ones to initiate contact with the recruiter. Some simply walked into his office; some called before coming. A few said that the recruiter contacted them because they had left their name at an open house.

Participants in these interviews can be divided into two groups: Those who wanted general information about the military from recruiters and those who wanted specific career training information. No one said that she or he had their mind made up regarding enlistment before going to the recruiter.

Members of the first group wanted information on benefits, pay, and training. It appeared that they had fewer questions in general than the second group, that they were more passive in the interview, and that they did less shopping around. Another reason given for talking to the recruiter by people in both groups was to check whether they had heard about the services from friends was true.

Most of the participants were not employed when they spoke to the recruiter; they were either still in high school, looking for a job, or recently laid off. A few went to recruiters because they were dissatisfied with their jobs and felt that they could use additional training to get a better job.

Some of the participants went to talk to recruiters to find out about educational benefits, as well as training programs. These were planning to apply to schools and either wanted tuition assistance or a back-up plan in case they could not make it in school.

Changes and potential changes in the individual's employment situation seemed an important factor in the decision to see a recruiter and, finally, whether or not to join. (It must be recalled that most interviewees were considering enlistment in the Active Forces.) A couple of participants said that they were planning to join, but that then they got a job. People in unskilled jobs saw the military as a way of getting some training so that they could then get a better job.

The choice of which recruiter to see was determined by family influence (whether a member of the family had been in that branch), peer influence, and the image of the specific branch (Marines are tough; the Navy and the Air Force offer better training; the Navy offers travel).

9.6.3 Recruiter Contact

Most participants went alone to see the recruiter.

All respondents said that they were given information on benefits, bonuses, and tuition assistance by the recruiters. The overall consensus was that the services take care of their own very well. Most felt that the monthly allowance in the Active Forces is generous, given that one is supplied with room and board. Several people were very impressed with the educational benefits offered.

A few individuals noted, when asked, that personal information on qualifications and habits was elicited by the recruiter. No one complained.

Many respondents had a particular job in mind when they went to talk to the recruiter. Such an objective led these respondents to check out several of the services so that they could be assured of getting the best deal. Some said recruiters did offer the specific type of training desired. However, several individuals said that they did not trust the recruiter enough to believe him. These individuals said they had friends who had entered the service "guaranteed" a certain type of training, and

then never received it. Some respondents got "turned off" to a particular branch because it did not have the desired job training. Alternatives were sometimes offered by recruiters, but most of the respondents did not find the alternatives acceptable.

The most frequently asked specific questions were about training for a job and tuition assistance. Quite a few participants said that they had no specific questions for the recruiter, however.

The biggest factor that encouraged people to join was that the desired training was available. The biggest "turn off" was that it was not available. Some people said they did not follow through because they did not know whether or not to trust the recruiter as to the guaranteed training.

9.6.4 Recruiter Style

Most respondents felt that the recruiters did listen to them and were to some degree sensitive to their needs. Most described the recruiter's style as informal, at times describing personal experiences. It was clear to most participants, however, that what the recruiter was saying to them had been said time and time before. It is possible that some apparent contradiction between the content of what the recruiter said and his warm personal style confused the participants and made them feel unsure about trusting him.

Few said that the recruiters pressured them during the interview, although a number did mention that they thought that the recruiters had to fill a quota. In their mention of a quota, some participants seemed to imply some pressure. Others said that their knowledge of the quota helped them to understand or explain the recruiter's behavior.

A number of participants stated that they did feel pressure from the recruiters after the initial interview, with the recruiters calling their home repeatedly, or visiting. The participants resented this.

There appeared to be a generalized sense of mistrust toward the recruiters in this sample. This mistrust seemed based on the experiences of friends who had gone into the services and who reported generalized bad experiences, or who did not get the type of specialized training "guaranteed" to them. The influence of peers is very important to members of this sample.

Some participants described the recruiters as being very accommodating, describing military programs to them in detail, coming to their homes to talk with the parents when asked, and driving them to their physical exam. As can be seen, home visits by recruiters elicit different reactions from different respondents. Such visits should not be forsaken, but neither should they be used routinely, without checking the likely reaction of the respondent involved.

About half of the sample saw more than one recruiter. The major reason for this was the respondent's effort to find out about different types of job training -- a kind of comparison shopping. It should be noted that the group of people who went to more than one recruiter overlaps highly with the group that came in with specific questions (as opposed to that group which just wanted general information).

Some recruiters suggested that visiting other recruiters was a very good idea. Recruiters gave advice and information in answer to respondents' questions and also offered further information "in case you didn't know what to ask."

Most participants in search of technical training went to talk with Navy and Air Force recruiters. Several commented on the low quality of training offered by the other branches and the non-transferability of some of the types of training because of their specificity to military machines.

All of those who talked to a Reserve or National Guard recruiter also spoke with at least one other recruiter for an active branch. Two respondents expressed a preference for service in the Guard/Reserve instead of the Actives. One of these had a brother and several cousins in the Guard. The other did not want to leave the area in which he lived.

One respondent said that being in the Reserves messes up your life because it interferes with other time commitments. Being in the Actives is a more extensive, but more clear cut commitment, in his perception. This respondent had not talked with a Guard/Reserve recruiter.

The majority of comparison shoppers described the recruiters as basically similar to one another. However, some stressed that the Air Force and Navy recruiters were more personable and informed. One person stressed that he was particularly "turned off" by a Marine recruiter who emphasized becoming a "Marine." This participant said that he felt very de-individualized by the approach.

Some of the sample spoke with family and friends about joining. None of those who were employed spoke with their employer. Reported reactions were mixed: families tended to encourage more; friends said that they were "crazy."

9.6.5 Those Who Did Not Apply

Decisions not to enter the military were usually not active rejections of military life, but occurred "because I got this other job" or "because now I have to get married" or because the respondent got the money for school, so she didn't need to join the military anymore. Respondents were looking for a way to reach certain goals or for something to do. If an opportunity other than military service came up first, they took it.

One group of participants did not apply because they found jobs that they liked or got into a school program. The first

reason was the more common. Another group did not join because the desired type of training was not available. A third group did not join because of the influence of friends already in the service. The message they were getting from their friends was not to trust what the recruiters tell you, that they promise but do not deliver. One person did not apply because of his fiancee's severe disapproval of enlistment.

A few respondents said that they would consider joining in the future if job problems arose.

Several did not apply because they failed the written exam; all of these said that they plan to take the test again, but need to study first.

9.6.6 Those Who Did Apply

Those who did apply described the procedures of applying as quick. Some took the written test very soon after they saw the recruiter. Some took the written and physical in the same day. Some had taken the written test prior to speaking with the recruiter and this facilitated the process. Several had joined the Delayed Entry Program while in high school.

Those who failed the written test said that the recruiter gave them a book to study and told them to go to the library as well.

Only a few participants talked to others important in their life, at this time. It appears that their minds were made up and the reactions of others were not that important at this point in the process.

Two of the participants joined the military and were later discharged, both for medical reasons. A third man received an honorable discharge on emotional reasons; he said that the military psychiatrists recommended that he leave boot camp, although he himself wanted to see it through.

Several joiners seem to fit the pattern of the confused searcher described above. They visited only one recruiter and seem to have taken his remarks as a full presentation of what military life would offer. Some who were still interested in joining but had not yet finished taking the tests or had not seen a recruiter just kept repeating that they wanted to be in the service. They still seemed to know almost nothing about the military. It may well be people with similar histories who become the respondents who later complain that the promises made had not been fulfilled. Such accusations of lying were levied against recruiters from the Air Force, Army, and Marines. Recruits said they were misled about the length and difficulty of basic training and about job and location options. Sometimes, respondents said, they were clearly lied to. In other cases, the recruiter seemed to gloss over all the bad points.

9.6.7 Iran and Afghanistan

Most of the participants described the role of military as one of protecting the country; they said that they had always felt this way. Many were angry about the situation in Iran, and they expressed much frustration and despair. No one said that their feelings about the military had changed because of this situation, however. Indeed, these comments were all elicited by direct questioning; none were volunteered. A number of respondents felt that the United States has the right to attack Iran directly; others felt that the military could take other types of offensive action. Some were in support of a blockade. Some individuals expressed a desire to go over and fight. (All but three interviews were obtained prior to the failed rescue mission.)

The situation in Afghanistan bothered a number of participants, but not to the degree that the situation in Iran did. They view the Afghanistan problem as part of the U.S. fight against communism in general, and support this fight.

Some participants said that these situations and the possibility of large scale conflict and that of reinstating the draft motivated them to apply for service. There were basically two reasons behind this motivation: either, on the one hand, a desire to fight for the country or, on the other, a desire not to be drafted . The second of these was mixed with the wish to choose the branch of the military that they desired and thereby maintain some type of personal control over their destinies.

9.6.8 Gender-Related Issues

Few of the women in the target sample were interviewed; this was because of their moving and leaving no forwarding telephone, requesting not to be interviewed or taped, or general unavailability. None of the five interviewed said that she had any misgivings about being a woman in the military. All said that they had come across some harrassment and had handled the situation assertively and felt comfortable with the results. These respondents did not indicate that the potential for harrassment in the military affected their decision making. They all had specific reasons for joining the military and wanted to achieve their goals. They did not expect the recruiters to be women and said that they felt comfortable with the male recruiters. Those who did join were very clear in their intention to do so from the beginning of the process.

9.6.9 Summary and Further Comments

The sample interviewed in this study is a highly mobile one. Within the period between November, 1979 and April, 1980, approximately one-quarter of the target sample moved either from their parents' homes, leaving no forwarding address, or from home to school, or from school to the military. One participant moved from his own place back to his parents' because of an injury; one participant moved from military base to military base several times within the month of April; and one participant moved in with relatives.

Most of those who lived at home seemed only to eat and shop there. They left early in the day to work, came home to eat, and went out until late. The parents could not predict when they would be home.

It appears that most of these respondents are at an age when they are looking for direction in life and for skills to provide some security for the future. They talked over and over again about the desire to get good technical training in areas that would get them jobs when they leave the military. They also stressed a desire to learn some discipline. The participants were drawn to the training and educational benefits and services more than to any other facet of the military; nonetheless, many held a general mistrust of recruiters and the advertised guarantee of specified training.

There seems to be a generally held subjective ranking of the Armed Services among these respondents, with the Air Force and Navy on top, the Marines next, and the Army last. Participants in the interviews said that only those who did well on the written exam could apply to the Air Force or the Navy. There was a high correlation between the respondents' desires for specific training and their applying to or talking to recruiters for the Air Force and Navy. Those participants who "just wanted information" spoke to Army and Marine recruiters more frequently. Many felt that an added bonus of the Navy was the amount of travel they could do.

Finally, most of the participants were concerned about boot camp. They expressed some fear of what happens during that time. But many seemed to view basic training as an initiation rite -- if one can make it through, he is in.

10.0 RECOMMENDATIONS

10.1 Introduction

The results presented in this report underscore the need for improving Guard/Reserve recruitment and accession effectiveness.

The results of this year's study also provide information that can be used to develop recommendations to increase positive propensity accessions into the National Guard and Reserves. The remainder of this chapter presents recommendations which use that information. Recommendations are offered to meet three major objectives. These are:

1. To increase the general level of positive propensity by enhancing attitudes associated with propensities.
2. To increase the number of conversions of individuals with positive propensity into accessions.
3. To increase the length of time an individual continues to have positive propensity before other commitments decrease his or her propensity.

Each recommendation is accompanied by the pertinent rationale. Detailed evidence for the recommendation obtained in the study is not summarized in this chapter; instead, reference to the sections containing that evidence is provided. The recommendations are not exhaustive. Whether any or all are implemented will depend upon whether they are compatible with current accession policy.

10.2 Increasing Positive Propensity Levels

Positive propensity individuals are those who say they are likely to enlist in the National Guard or Reserves. These people are also likely to engage in enlistment-related behaviors, such as visiting a recruiter. Policies that increase the number of positive propensity individuals are therefore likely to lead to increases in accessions.

Three approaches to increasing positive propensity are outlined below. They should:

1. Increase positive attitudes associated with propensity to enlist in the National Guard and Reserves.
2. Respond to job-related concerns of potential enlistees.
3. Use incentives to increase the number of positive propensity individuals.

Recommendations 1 and 3 were originally presented in last year's report. They remain appropriate this year.

The job-related strategies (Recommendation 2) are presented for the first time in this report. The focus group interviews used in this year's study were specifically planned to obtain qualitative information that, when combined with the quantitative survey information, would allow the development of just such recommendations.

Increasing Positive Attitudes Associated with Propensity to Enlist in the National Guard and Reserves.

Recommendation A: Stress pride and team membership in the local Guard and Reserve units.

Rationale: Meeting new people and making friends are important life goals for many potential enlistees (Section 5.7.4). One way of gaining those goals is by being a member of a team. Potential enlistees with positive propensity to enlist in the Guard/Reserve also feel that the Guard/Reserve provide the opportunity to be a member of a respected team (Section 5.5.5). The opinions of other individuals who are close to potential enlistees are very important to them (Section 5.7.9). If the Guard/Reserve are seen as a local force with community service functions, then potential enlistees can expect to derive personal pride through the unit's accomplishments and its reputation in the community.

Recommendation B: Encourage current Guardsmen and Reservists to introduce friends to the opportunities in the Guard/Reserve.

Rationale: Many potential enlistees feel that if they were to join the Guard/Reserve they would not be with persons like themselves (Section 5.7.6). Being introduced to the Guard/Reserve by a friend should reverse that feeling. It should also serve to emphasize that the Guard/Reserve is a place where friendships can be maintained (Section 5.7.4) and that other people important to the potential enlistee would be pleased by his or her enlistment (Section 5.7.9). The current programs which encourage Guardsmen and Reservists to introduce friends to the opportunities of service in their units should be maintained or expanded.

Responding to Job-Related Concerns of Potential Enlistees

Recommendation C: Reduce distrust of job training promises.

Rationale: The availability of job training is an important incentive to potential enlistees (Section 6.2). However, many potential enlistees would be looking for specific job training if they were to enlist in the Guard/Reserves, but do not feel that such training would be available to them (Section 6.2.) The qualitative information from the focus groups showed that many

potential enlistees did not trust the job training promises, as a result of negative information received from prior service personnel (in most cases, Veterans of the Active Military). Three different approaches for dealing with this problem which retain job training as an incentive are suggested.

Recommendation C1: De-emphasize specific job training promises in advertising and recruiting practices.

Rationale: If specific promises are not made, potential enlistees should not feel they are "being sold a bill of goods." It is also important to make the Guard/Reserve job training policies distinct from those of the Active Military, since most of the distrust seems to stem from persons whose experiences were with the Active Military. Furthermore, prior service personnel are important influencers of potential enlistees and are themselves potential Guard/ Reserve enlistees. If specific job training promises were de-emphasized in the Active Military as well, prior service personnel would eventually stop saying that they had not received the training they were promised. Thus, this strategy offers both a short term benefit and a more important long range effect of removing the job training distrust at its source.

Recommendation C2: Emphasize "Job Clusters" rather than highly specific jobs.

Rationale: In job clustering, the potential enlistee indicates several job types in which he or she would like to be trained. If one of the job types matches the individual's basic skills as identified by the ASVAB, and is available in the Guard/Reserve unit, the individual would be placed in that MOS, AFSC, or Specialty Rating. Since the potential enlistee does not designate a first choice among the several preferred job classifications, being assigned to any one of the selected classifications should be satisfactory.

Recommendation C3: Prepare potential enlistees for the possibility of being assigned to some MOS, AFSC, or Specialty other than that they requested.

Rationale: If potential enlistees are informed that they may not be able to get their most preferred job classification, but rather that the Guard/Reserve will try to match their preferences and skills with the needs of the Guard/Reserve, they are less likely to feel that a promise was broken in the case that they do not receive the MOS, AFSC, or Specialty Rating they desired.

Recommendation D: Establish a program for active, continuous dissemination of information on employer policies toward the Guard/Reserve.

Rationale: Many large companies have favorable leave and seniority policies for employees who desire to join the Guard/Reserve or to continue their Guard/Reserve activities. This is due in large part to the efforts of the National Committee for Employer Support (Focus Group Report). Furthermore, Prior Service males have a higher propensity for enlisting in the Guard/Reserve if they believe the policies are favorable and have talked with their first-line supervisor about enlisting (Section 8.2.7). However, most potential enlistees do not know of policies of their employers (see detailed tables in Volume II). A substantial number of employees believe that if the company did have policies they would be incompatible with Guard/Reserve participation.

Company policies must percolate down to employees if they are to be effective in increasing accessions. The key person to have this information is the first-line supervisor, since he or she is the most likely to be contacted by potential enlistees. Continuous dissemination of information on employer policies is needed because of the frequent turnover of employees likely to enlist in the Guard/Reserve. Large companies have many ways to communicate their policies to their employees. The most effective and frequent methods of communication should be used for disseminating their Guard/Reserve participation policies.

Recommendation E: Convert negative propensity individuals to positive through the use of incentives.

Rationale: Both enlistment bonuses and educational benefits produced increases in the proportion of persons with propensity to enlist in the Guard/Reserve (Section 9.2).

In general, enlistment bonuses were more effective in increasing propensity than were educational benefits. This was not the case for men attending or planning to attend school without financial assistance, however (Section 9.2).

On the average, the respondents who were likely to change from negative propensity to positive propensity if they were to receive the specific incentive (enlistment bonus or education benefit) were more educated and older than other respondents (Section 9.2). Thus, incentive policies currently in practice may usefully be extended and targeted on specific groups to be effective in producing accessions from many otherwise negative propensity individuals.

10.3 Increasing the Conversion of Individuals With Positive Propensity into Accessions.

Increasing the effectiveness of recruiters is an integral concern of current accession policy. This year's study, and specifically the reinterview data, provided additional insight into the process of conversion from positive propensity to accession. The recommendations suggested below are aimed at building on successful current practices.

Positive propensity individuals are more likely than others to engage in enlistment-related behaviors such as writing for literature, seeing a recruiter and applying for military service (Sections 9.3 and 9.5). Visiting a recruiter is a key step in the conversion of a positive propensity individual into an accession

(Section 9.5). Recruiter style and trustworthiness were significant factors both in decisions to enlist and in decisions not to enlist (Sections 9.0.4 and 9.6.5). The two recommendations offered below relate to the enlistment conversion process. They deal with:

- Recruiter style, and
- Reducing negative pressure through group participation.

Recommendation F: Enhance the ability of recruiters to serve as career counselors to NPS individuals.

Rationale: High propensity respondents are generally young and have few commitments such as job, family or financial responsibilities (Sections 5.1.1 and 5.1.2). They are likely to experience pressure from their parents and friends to find themselves a job or career. Respondents in the reinterview study who were positive in propensity but did not enlist generally did so because they made other commitments first (Section 9.6.5). Further reinterview data indicated that the successful recruiter is addressing himself to problems typically faced by adolescents or young adults. He is providing help in solving family, job and social problems. Enhancing this ability through recruiter training should increase the confidence that potential enlistees place in the recruiter. Furthermore, as persons who are pleased with their contact with the recruiter tell their friends, the number of potential enlistees who visit the recruiter should increase.

Recommendation G: Utilize the group process to a greater degree to relieve potential enlistees' feelings of being pressured.

Rationale: The reinterview study determined that many more positive propensity persons indicated they would be likely to visit a recruiter in the six months following the interview than actually did so (Section 9.5). Qualitative data suggest they may

have been reluctant to see a recruiter is the expectation that they might be pressured in the one-to-one contact of the recruiting situation.

Being with a group of people similar to oneself reduces anxiety. Potential enlistees who have already had favorable initial contacts with the recruiter could be scheduled for group meetings. Such meetings would not only serve to reduce anxiety; they would also serve to help potential enlistees see that other people who are interested in joining the Guard/Reserve are not "losers," but are people like themselves who are potential teammates and friends. The importance of these attitudes has been discussed earlier. As these potential enlistees discuss their meetings with the recruiter among their peers, the peers' perceptions of the likelihood of being pressured by the recruiter should diminish, increasing their likelihood of visiting recruiters.

10.4 Increasing the Length of Time an Individual Continues to Have a Positive Propensity

The structure of Guard/Reserve requirements, whether actual or perceived, continues to bar many of the positive propensity individuals from enlistment (Section 5.6). They feel it would be impossible to meet their growing job, school, and family commitments and participate in the Guard/Reserves.

Because of growth in commitments and other life changes, propensity to enlist in the Guard/Reserves changes over time for many individuals. The reinterview study showed that only one in three positive propensity respondents remained positive towards enlistment a year after their initial study participation (Section 9.6). In the meantime, one in nine negative propensity individuals had become positive in their propensity toward enlistment. In the course of one year, then, proportionately more respondents converted from positive to negative propensities than from negative to positive propensities.

The suggestions offered below are aimed at keeping positive propensity individuals positive towards enlistment as they increase their other commitments. The first focuses on changing the perceived barriers to service for Non-Prior Service individuals. The second highlights the need to position the Guard/Reserve as local, part-time forces with some community service functions. The third focuses on using career counseling prior to separation in order to keep Veterans in the positive propensity group.

Recommendation H: Change requirements for service and target the 19 to 21 year old segment of NPS males and females.

Rationale: Changes in the initial active duty training and the offering of shorter enlistment options to more individuals would make enlistment in the Guard/Reserve more accessible to potential enlistees. The Active Military seems more desirable for the 17 1/2 and 18 year old potential enlistees, as demonstrated in the reinterview study (Section 9.6). Of the individuals who enlisted in the military, most were 19 or younger, and did not have extensive family commitments. They also all joined a branch of the Active Military (Sections 9.6.2 and 9.6.9). These individuals were looking for direction in their lives in the form of a steady job and job training. Older potential enlistees are more likely to have begun training or started at a job. They are less likely than the 23 to 26 year olds to have family commitments or to be established in careers requiring time commitments beyond the normal work week. However, they do not see the requirements of Guard/Reserve participation as distinct from those of the Active Military (Sections 5.3 and 5.4). If they perceived Guard/Reserve service as compatible with their other commitments, they should maintain positive propensity for a longer time. Efforts in this direction which have already been established in Guard/Reserve accession policies, such as the split-training and shorter enlistment options, should be promoted to a greater degree in the 19 to 21 year old segment of the population.

Recommendation I: Position the Guard/Reserve as local and part-time forces with some community service functions.

Rationale: Non-prior service potential enlistees do not differentiate the Guard/Reserve from the active service (Sections 5.3 and 5.4). The recommended positioning should clearly distinguish the Guard/Reserve from the Active Military and from civilian service organizations.

It is also important to stress the local and part-time characteristics of the Guard/Reserve because these characteristics are likely to be compatible with the potential enlistees' other commitments, as outlined in earlier recommendations. Advertising which stresses the spirit of local units and the dedication of local units to their essential missions should further serve to increase respect for the Guard/Reserve in the local community. Being a part of a team is important to positive propensity individuals (Section 5.5.5). Guard/Reserve units which have served actively in community service functions and developed the image suggested here have been very successful in obtaining accessions.

Recommendation J: Emphasize career counseling in Active and Reserve components.

Rationale: Veterans of the Air Force and Marine Corps have a higher propensity to enlist in the Guard/Reserves than do Veterans of the other branches. These Veterans also report receiving initial career counseling a longer time before separation (more than 10 months) than do other Veterans (Section 8.4). Other differences between the various branches do not seem to explain differences in propensity. It is therefore proposed that all branches of the military, Active and Reserve, utilize an early career counseling program.

As in Recommendation F, the key is to have a counselor who is responsive to the needs and problems of the individual. Service personnel approaching separation are similar to very young potential enlistees in that they are not established in a civilian job or community and are facing a time of transition. Career counseling which helps with this transition, and which also emphasizes the compatibilities between Guard/Reserve participation and civilian life, should serve to keep many Veterans positive in propensity towards enlistment in the Guard/Reserve.

NPS QUESTIONNAIRE

Associates for Research in Behavior, Inc.
101 Market Street
Philadelphia, Pennsylvania 19104

Job #8894

OMB #22-R0407

TELEPHONE # _____
RESPONDENT'S SEX _____

ID# _____
SER# _____

() First screener HH
() Additional screener HH

ENLISTMENT STUDY -- NPS SAMPLE -- SCREENER 12-1

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We're doing a study among young men and women, age 17½ to 26, for the Federal Government and would like to have your opinion.

1. Are there any young men or young women in your household between the ages of 17½ and 26?

— 1() Yes 2() No (END INTERVIEW CODE 8)

— IF YES:

— How many men age 17½ to 26 are there living in your household?

0() None (#1d NEXT) 3() Three () Six or more _____
1() One 4() Four WRITE IN NUMBER
2() Two 5() Five

— What are the names and ages of each man in your household age 17½ to 26? Please give me the youngest first, then the next youngest, etc. RECORD NAME AND AGE BELOW, STARTING WITH THE YOUNGEST IN ORDER TO OLDEST.

— NAME	AGE	IF NUMBER IN HH IS:	MALE SELECTION BOX	
			INTERVIEW PERSON #:	
1.		1	1	
2.		2	2	
3.		3	1	
4.		4	4	
5.		5	4	
6.		6	5	
7.		7	6	

— How many women age 17½ to 26 are there living in your household?

0() None (#1f NEXT) 3() Three () Six or more _____
1() One 4() Four WRITE IN NUMBER
2() Two 5() Five

— What are the names and ages of each woman in your household age 17½ to 26? Please give me the youngest first, then the next youngest, etc. RECORD NAME AND AGE BELOW, STARTING WITH THE YOUNGEST IN ORDER TO OLDEST.

— NAME	AGE	IF NUMBER IN HH IS:	FEMALE SELECTION BOX	
			INTERVIEW PERSON #:	
1.		1	1	
2.		2	2	
3.		3	1	
4.		4	4	
5.		5	4	
6.		6	5	
7.		7	6	

— IF ONLY MEN OR ONLY WOMEN IN HOUSEHOLD, CHECK APPROPRIATE BOX ABOVE TO SEE WHICH PERSON TO INTERVIEW. ASK TO SPEAK TO THAT PERSON.

— IF BOTH MEN AND WOMEN IN HOUSEHOLD, CHECK **FEMALE** BOX TO SEE WHICH PERSON TO INTERVIEW. ASK TO SPEAK WITH THAT PERSON.

SCREENER -- 2

ID #: 1-
2-
3-
4-

1g. WHEN APPROPRIATE PERSON IS ON PHONE, READ:

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We're doing a study among young men and women, age 17½ to 26, for the Federal Government and would like to have your opinion.

How old are you?

- 1a- 1() 17½
2() 18
3() 19
4() 20
5() 21

- 6() 22
7() 23
8() 24
9() 25
0() 26

SAMP. 5-
LOCNO. 6-
7-
8-
9-
10-
11-

h. Are you now or have you ever been in the active military service, or the National Guard or Reserves in a paid drill status?

1() Yes (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH #1g. IF NO OTHER HOUSEHOLD MEMBER OF SAME SEX IN AGE GROUP, ASK TO SPEAK TO PERSON OF OPPOSITE SEX. CHECK BOX TO SEE WHICH HOUSEHOLD MEMBER OF OPPOSITE SEX TO INTERVIEW.

IF NO OTHER ELIGIBLE RESPONDENT IN HOUSEHOLD, END INTERVIEW—CODE 9)

2() No

i. Have you been accepted by the active military service or the National Guard or Reserves and are currently awaiting basic training?

1() Yes (ARRANGE TO SPEAK WITH NEXT HOUSEHOLD MEMBER OF SAME SEX LISTED ABOVE. USE NEW SCREENER, STARTING WITH #1g. IF NO OTHER HOUSEHOLD MEMBER OF SAME SEX IN AGE GROUP, ASK TO SPEAK TO PERSON OF OPPOSITE SEX. CHECK BOX TO SEE WHICH HOUSEHOLD MEMBER OF OPPOSITE SEX TO INTERVIEW.

IF NO OTHER ELIGIBLE RESPONDENT IN HOUSEHOLD, END INTERVIEW—CODE 10)

2() No

j. What is the last year of school or college you completed?

- 13- 1() Less than high school graduate
2() High school graduate
3() Vocational school/training after high school
4() One year of college
5() Two years of college
6() Three years of college
7() Four years of college
8() Post graduate work

k. CHECK:

14- 1() Male

2() Female

15-25 (0)

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

INTERVIEWER ID # _____ DATE _____

SAMPLE SEGMENT _____

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

OCTOBER 1970
Job # 8894
OMB # 22-R0407

ENLISTMENT STUDY — NPS SAMPLE

Your household has been chosen by chance. Any information you give us is held completely confidential v our firm. Participation in the survey is voluntary and there will be no consequences for failure to respond to any particular questions.

2. Are you currently attending any type of school or college?

26- 1() Yes (#4 NEXT) 2() No

3. IF NO:

Are you planning to attend any type of school or college in the next year or so?

27- 1() Yes 2() No (#7a NEXT) 0() Not applicable

4. IF YES IN #2 OR #3:

What type of school are you attending/planning to attend?

- 23- 1() High school
2() Vocational training school after high school (#6a NEXT)
3() Two-year college (#6a NEXT)
4() Four-year college (#6a NEXT)
5() Graduate or professional school (#6b NEXT)
9() Don't know (#7a NEXT)
0() Not applicable

5a. IF HIGH SCHOOL:

Do you plan to go on to vocational training or college after high school?

29- 1() Yes (#7a NEXT) 9() Don't know (#7a NEXT)
2() No 0() Not applicable

5b. IF NO:

Did you have technical training in high school — in shop courses, that is?

30- 1() Yes } #7a NEXT 9() Don't know } #7a NEXT
2() No } 0() Not applicable }

6. IF COLLEGE OR VOCATIONAL TRAINING IN #4:

How many courses are you taking/planning to take per semester?

- 31- 1() One 5() Five
2() Two 6() Six or more
3() Three 9() Don't know
4() Four 0() Not applicable

6b. What is/was/will be your major?

- 32- 1() English; literature
2() Foreign language or literature
3() Psychology; sociology; anthropology
4() Economics; political science
5() Biology
6() Mathematics; computer science; information science
7() Physics; chemistry
() Engineering: SPECIFY TYPE _____
() Double major or other: SPECIFY _____
9() None; undecided; not sure
0() Not applicable

6c. Are you/will you be using any kind of financial assistance?

7a. Are you currently employed outside your home?

35- 1() Yes 2() No (#11 NEXT)

7b. IF YES:

About how big is the company you work for? Would you say that the total number of people who work for it is:

7c. Now, think about just the office or store or factory in which you yourself are located. Are the number of people working there for your company:

8a. How many hours a week do you regularly work?

IF 49 OR MORE, Q. 9 NEXT

8b. IF 48 OR FEWER HOURS:

Have you been looking for a second job or another way to increase your income?

40- 1() Yes 0() Not applicable
2() No

9. How satisfied are you with your present job? Are you:

41- 1() Very satisfied,
 2() Somewhat satisfied,
 3() Somewhat dissatisfied, or
 4() Very dissatisfied?
 0() Not applicable

10. How long have you been employed there?

SKIP TO Q. 12 NEXT.

11. IF NOT CURRENTLY EMPLOYED IN Q. 7a:
Are you looking for work?

43- 1() Yes 2() No
 0() Not applicable

12. How difficult do you think it is for someone in your type of work to find a job where you live? Is it:

44- 1() Very difficult,
 2() Somewhat difficult,
 3() Somewhat easy, or
 4() Very easy?
 9() Don't know

13. Now I'm going to read you a list of several things which young people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not?

		Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
	a. Working in a factory	1()	2()	3()	4()	9() -45
	b. Working at a desk in a business office	1()	2()	3()	4()	9() -46
	c. Working as a salesperson	1()	2()	3()	4()	9() -47
FOR STATEMENTS d THROUGH i, START WITH STARRED ITEM FIRST; ROTATE THRU REMAINDER.						
	d. Serving in the Army National Guard	1()	2()	3()	4()	9() -48
	e. Serving in the Air National Guard	1()	2()	3()	4()	9() -49
	f. Serving in the Army Reserve	1()	2()	3()	4()	9() -50
	g. Serving in the Air Force Reserve	1()	2()	3()	4()	9() -51
	h. Serving in the Marine Corps Reserve	1()	2()	3()	4()	9() -52
	i. Serving in the Navy Reserve	1()	2()	3()	4()	9() -53
STATEMENT j IS ALWAYS ASKED LAST.						
	j. Serving in the active military	1()	2()	3()	4()	9() -54
14.	Have you ever:					
	a. Sent for recruiting literature from the National Guard/Reserves?	1() Yes		2() No		-55
	b. Attended an open house for a National Guard/Reserve unit in your area?	1() Yes		2() No		-56
	c. Gone to a recruiting center to talk about joining the Active Forces?	1() Yes		2() No		-57
	d. Gone to a recruiting center to talk about joining the National Guard/Reserves?	1() Yes		2() No		-58
15a.	Have you ever talked with your parents, brothers or sisters, spouse, friends, or employer about joining the military?					
59-	1() Yes	2() No		3() Don't recall		}
						#16a NEXT

15b. IF YES IN #15a:

Was that with your:

Q. 15b		
Yes	No	N/A

→ 15c. FOR EACH "YES" IN Q. 15b, ASK:

Was your (NAME PERSON) mostly positive
or mostly negative about your joining?

	Q. 15c			
	Positive	Negative	Mixed	N/A
Mother	()	()	9()	1()
Father	()	()	9()	2()
Spouse, fiance or steady friend	()	()	9()	3()
Other friends	()	()	9()	8()-60
Brothers or sisters	()	()	9()	8()-61
Employer	()	()	9()	1()
				2()
				3()
				8()-62
				8()-63
				8()-64
				8()-65

16a. Have you seen any ads for the military services in the past three months?

66- 1() Yes

2() No
9() Don't know] #17 NEXT

16b. IF YES:

Which service were they advertising? (CHECK ALL MENTIONED)

67-1() Army	73-7() Several services (but not all)
68-2() Navy	74- () Other _____
69-3() Marines	WRITE IN
70-4() Air Force	75- 9() Don't know
71-5() Coast Guard	76- 0() Not applicable
72-6() All the services	77-78-(0); 80-(1), 1-4 (DUP)

16c. Were those you saw for the Active Forces, the National Guard, or the Reserves?
(CHECK ALL MENTIONED)

5-1() Active Forces	8-9() Don't know
6-2() National Guard	9-0() Not applicable
7-3() Reserves	

16d. What sorts of reasons did the ads give you for joining? CHECK ALL MENTIONED

10-1() Jobs or training	
11-2() Pride	
12-3() Travel	
13-4() Money or other direct benefits	
14-5() Educational benefits	
15- () Other _____	WRITE IN
16-9() Don't know	
17-0() Not applicable	

17. IF "JOBS OR TRAINING" MENTIONED, READ PARENTHESSES:

(As you mentioned) A number of ads for the military concentrate on the jobs and the training available. When you think of the National Guard or the Reserves, how true do you think the ads really are? Would you say that the National Guard/Reserves offer:

- 13- 1() A great variety of jobs and training programs,
2() Some variety, but not great variety,
3() Only a little variety, or
4() Hardly any variety at all?
9() Don't know

18. How about for a person like yourself -- do you think that, considering your skills and your interests, you would find in the National Guard/Reserve:

19- 1() A great variety of jobs and training programs,
 2() Some variety, but not great variety,
 3() Only a little variety, or
 4() Hardly any variety at all?
 9() Don't know

19. If you were to consider joining the National Guard or the Reserves, do you think you'd be looking for:

20- 1() A specific job or training program, 9() Don't know
 2() Just to see what jobs are offered, or
 3() For nothing in particular?

20. Did you ever actually apply to join the National Guard or Reserves?

21- 1() Yes 2() No

21. Do you have a health problem which you think might prevent your joining the military?

22- 1() Yes 2() No 9() Don't know

22. IF YES, READ PARENTHESES:
(Assuming that your health were all right), Do you think you would qualify to join the military?

23- 1() Yes 2() No 9() Don't know

23a. The requirements and benefits of the Active Military, the National Guard, and the Reserves vary somewhat.

For how long do you think you usually have to enlist, if you join the (NAME UNIT)?

	<u>Active Military</u>	<u>National Guard/Reserves</u>
1 year	24- 1()	25- 1()
2 years	2()	2()
3 years	3()	3()
4 years	4()	4()
5 years	5()	5()
6 years	6()	6()
Other: WRITE IN		
Don't know	9()	9()

- 23b. The current length of time for enlistment in the Guard/Reserve is six years. How likely would you be to enlist in the Guard/Reserve if you had to sign up for 2 years - would you:

26-	<input type="checkbox"/> Definitely enlist,	<input type="checkbox"/> Probably not enlist, or
	<input type="checkbox"/> Probably enlist,	<input type="checkbox"/> Definitely not enlist?
		<input type="checkbox"/> Don't know

24. How long is the period of active duty for initial training when you join the National Guard/Reserve?

27- 1') None 5() 13 months to 2 years
2) Less than 3 months 6() More than 2 years
3') 3 to 6 months 9() Don't know
4() 7 to 12 months

25. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

	ENLIST		NOT ENLIST		DK
	Definitely	Probably	Probably	Definitely	
a. A \$1,000 bonus	1()	2()	3()	4()	9() -23
b. A \$1,500 bonus	1()	2()	3()	4()	9() -29
c. A \$2,000 bonus	1()	2()	3()	4()	9() -30

- 26a. Do you think it would help you in a civilian job if you were to be a member of the National Guard or the Reserves?

31- 1() Yes 2() No 9() Don't know

- 26b. Do you think an employer would hold a job for someone who was away in active duty training with the National Guard or the Reserves for 3 to 6 months?

32- 1() Yes 2() No 9() Don't know

- 26c. If an employer did hold a position open, would the employee lose all of his or her seniority from a company during the training period for the National Guard or the Reserves?

33- 1() Yes 2() No 9() Don't know

IF RESPONDENT IS NOT EMPLOYED (Q. 7a, PAGE 2), SKIP TO Q. 28.

- 27a. IF RESPONDENT IS EMPLOYED:

Does your company have a specific policy about National Guard or Reserves participation?

34- 1() Yes 9() Don't know
2() No 0() Not applicable

- 27b. With regard to Guard/Reserve participation, would you say the company is:

35- 1() Positive, 9() Don't know
2() Neutral, or 0() Not applicable
3() Negative?

- 27c. Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked with you?

36- 1() Yes 9() Don't know (#28 NEXT)
2() No (#28 NEXT) 0() Not applicable

- 27d. IF YES:

Would you say your supervisor was:

37- 1() Positive, 9() Don't know
2() Neutral, or 0() Not applicable
3() Negative?

28. Now I'm going to read you a list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. READ LIST.

	AGREE					DISAGREE
	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	
a. It's important for our country to be able to use military force in its relations with other countries.	1()	2()	3()	4()	5()	-38
b. I like to become involved in projects in my community.	1()	2()	3()	4()	5()	-39
c. People look up to a person in the uniform of the National Guard or Reserves.	1()	2()	3()	4()	5()	-40
d. It's more fun to play team sports than individual sports.	1()	2()	3()	4()	5()	-41
e. Our country is too militaristic.	1()	2()	3()	4()	5()	-42
f. A nation should always be ready to fight.	1()	2()	3()	4()	5()	-43
g. I like to belong to organizations or groups which help me find more interesting things to do than being on my own.	1()	2()	3()	4()	5()	-44
h. I've always liked the idea of wearing a uniform.	1()	2()	3()	4()	5()	-45
i. The National Guard is a place to meet good friends and make lasting friendships.	1()	2()	3()	4()	5()	-46
j. It is unnecessary for us to spend billions and billions of dollars each year for military preparations.	1()	2()	3()	4()	5()	-47
k. The National Guard and the Reserves are highly respected in my community.	1()	2()	3()	4()	5()	-48
l. The military life is a pretty lonely one.	1()	2()	3()	4()	5()	-49
m. The National Guard or Reserves offers an opportunity to become involved in projects in my community.	1()	2()	3()	4()	5()	-50
n. I would be proud to be a member of the National Guard or Reserves.	1()	2()	3()	4()	5()	-51
o. In my spare time I prefer doing things with others rather than being by myself.	1()	2()	3()	4()	5()	-52

- 29. Now I'd like you to think about a normal week in your life. About how often do you get a chance to just relax for three or four hours in a row — to do what you want without having to catch up on chores from your job or your home? A chance to do what you want for a few hours at a stretch — without having to take care of things or see people you don't want to? Would you say this happens:

53- 1() Every week, 4() Hardly ever, or
2() Almost every week, 5() Never?
3() Once or twice a month, 9() Don't know

- 30. When you do have a chance to do what you want, what sorts of activities do you like? As I read each of these activities, tell me if it is something you like very much, something you like a little bit, something you don't particularly care about one way or the other, or something you dislike altogether. READ LIST

	LIKE		Don't Particularly Care About	Dislike	DK/ Never Tried
	Very Much	A Little			
a. Snow skiing	1()	2()	3()	4()	9() -54
b. Volleyball	1()	2()	3()	4()	9() -25
c. Meal preparation	1()	2()	3()	4()	9() -26
d. Reading a novel	1()	2()	3()	4()	9() -57
e. Fishing	1()	2()	3()	4()	9() -58
f. Gardening	1()	2()	3()	4()	9() -59
g. Watching a football game	1()	2()	3()	4()	9() -60
h. Reading about medicine	1()	2()	3()	4()	9() -61
i. Dining out	1()	2()	3()	4()	9() -62
j. Participating in religious activities	1()	2()	3()	4()	9() -63
k. Doing crossword puzzles	1()	2()	3()	4()	9() -24
l. Studying the stock market	1()	2()	3()	4()	9() -62
m. Reading about foreign countries	1()	2()	3()	4()	9() -66
n. Hunting	1()	2()	3()	4()	9() -67
o. Going to a movie	1()	2()	3()	4()	9() -68
p. Visiting friends	1()	2()	3()	4()	9() -69
q. Fixing up a car or motorcycle	1()	2()	3()	4()	9() -73
r. Working with a youth group	1()	2()	3()	4()	9() -71
s. Playing cards with friends	1()	2()	3()	4()	9() -72
t. Going to a disco	1()	2()	3()	4()	9() -73
u. Working for a political or social cause	1()	2()	3()	4()	9() -74
v. Camping out	1()	2()	3()	4()	9() -75
w. Shooting the breeze with friends	1()	2()	3()	4()	9() -75

77-79 (0)
80 (2)

1-4 (DUP)

31. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or are very unlikely to do. READ LIST

	LIKE Y			UNLIKELY			Don't
	Very	Somewhat	Neither	Somewhat	Very	Know	
a.	Send for literature about the military forces.	1()	2()	3()	4()	5()	9()-5
b.	Talk to a recruiter for one of the military services.	1()	2()	3()	4()	5()	9()-6
c.	Look for a job, or look to change jobs.	1()	2()	3()	4()	5()	9()-7
d.	Take a physical or written test for military service.	1()	2()	3()	4()	5()	9()-3
e.	Look for a way to change the routine in your life.	1()	2()	3()	4()	5()	9()-9
f.	Look for a way to make some extra money in your spare time.	1()	2()	3()	4()	5()	9()-19

32. People give various reasons for wanting to do different things with their spare time. As I read each of the following, please tell me how important or unimportant the reason would be to you personally for deciding to do a particular thing -- would it be very important, somewhat important, neither important nor unimportant, somewhat unimportant, or very unimportant to you personally. READ LIST

	IMPORTANT			UNIMPORTANT			Don't
	Very	Somewhat	Neither	Somewhat	Very	Know	
a.	Developing a sense of discipline.	1()	2()	3()	4()	5()	9()-11
b.	The opportunity to serve my community.	1()	2()	3()	4()	5()	9()-12
c.	Gaining recognition and status.	1()	2()	3()	4()	5()	9()-13
d.	Learning a new trade or specialty.	1()	2()	3()	4()	5()	9()-14
e.	Learning leadership skills.	1()	2()	3()	4()	5()	9()-15
f.	Meeting new kinds of people.	1()	2()	3()	4()	5()	9()-16

33. Now as I read you this list of statements again, please tell me if you think you would be more likely to accomplish each if you enlisted in the National Guard or Reserves, or more likely to accomplish it by some other part-time job or activity. Would the National Guard or the Reserves -- or another job or activity be much more likely, or somewhat more likely to offer: READ LIST

	Guard/Reserves			Other Part-Time Job/Activity			Don't
	Much	Somewhat	Neither	Somewhat	Much	Know	
a.	Developing a sense of discipline.	1()	2()	3()	4()	5()	9()-17
b.	The opportunity to serve my community.	1()	2()	3()	4()	5()	9()-13
c.	Gaining recognition and status.	1()	2()	3()	4()	5()	9()-19
d.	Learning a new trade or specialty.	1()	2()	3()	4()	5()	9()-20
e.	Learning leadership skills.	1()	2()	3()	4()	5()	9()-21
f.	Meeting new kinds of people.	1()	2()	3()	4()	5()	9()-22

34. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to occur? As I read each statement, please tell me whether it would be likely to occur or unlikely to occur? READ LIST.

	<u>TO OCCUR</u>		<u>DK/</u>
	<u>Likely</u>	<u>Unlikely</u>	<u>Not Sure</u>
a. Not being able to earn extra money.	1()	2()	9()-23
b. Losing a chance to progress toward a solid job and job security.	1()	2()	9()-24
c. Engaging in exciting and adventurous activities.	1()	2()	9()-25
d. Taking too much time away from your family during drills.	1()	2()	9()-26
e. Being with "losers."	1()	2()	9()-27
f. Taking too much time away from your personal and social activities.	1()	2()	9()-28
g. Having military supervisors who would hassle or harrass you.	1()	2()	9()-29
h. Having a chance to show your abilities.	1()	2()	9()-30
i. Having problems with your job because of National Guard or Reserve obligations.	1()	2()	9()-31
j. Learning self-discipline.	1()	2()	9()-32
k. Getting a chance to travel.	1()	2()	9()-33
l. Having a job that's not too demanding.	1()	2()	9()-34
m. Losing a chance for educational progress.	1()	2()	9()-35
n. Not having much spare time.	1()	2()	9()-36
o. Obtaining useful training.	1()	2()	9()-37

35. Now as I read each of these statements again, please tell me whether it is something you'd like very much, something you'd like somewhat, something you'd dislike somewhat, something you'd dislike very much, or something you'd neither like nor dislike. READ LIST.

	LIKE			DISLIKE		
	<u>Very</u>	<u>Somewhat</u>	<u>Neither</u>	<u>Somewhat</u>	<u>Very</u>	<u>DK</u>
a. Not being able to earn extra money.	1()	2()	3()	4()	5()	9()-38
b. Losing a chance to progress toward a solid job and job security.	1()	2()	3()	4()	5()	9()-39
c. Engaging in exciting and adventurous activities.	1()	2()	3()	4()	5()	9()-40
d. Taking too much time away from your family during drills.	1()	2()	3()	4()	5()	9()-41
e. Being with "losers."	1()	2()	3()	4()	5()	9()-42
f. Taking too much time away from your personal and social activities.	1()	2()	3()	4()	5()	9()-43
g. Having military supervisors who would hassle or harrass you.	1()	2()	3()	4()	5()	9()-44
h. Having a chance to show your abilities.	1()	2()	3()	4()	5()	9()-45
i. Having problems with your job because of National Guard or Reserve obligations.	1()	2()	3()	4()	5()	9()-46
j. Learning self-discipline.	1()	2()	3()	4()	5()	9()-47
k. Getting a chance to travel.	1()	2()	3()	4()	5()	9()-48
l. Having a job that's not too demanding.	1()	2()	3()	4()	5()	9()-49
m. Losing a chance for educational progress.	1()	2()	3()	4()	5()	9()-50
n. Not having much spare time.	1()	2()	3()	4()	5()	9()-51
o. Obtaining useful training.	1()	2()	3()	4()	5()	9()-52

38. Now I'm going to read you one last list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. READ LIST

	AGREE			DISAGREE	
	Strongly	Somewhat	Neither	Somewhat	Strongly
a.	You can't trust the government, because their policies are always changing.	1()	2()	3()	4() 5()-53
b.	There are too many choices a young person has to make in today's world.	1()	2()	3()	4() 5()-59
c.	Politicians and bureaucrats don't care about the people they're supposed to serve.	1()	2()	3()	4() 5()-60
d.	Military officers don't care about the people who have to serve under them.	1()	2()	3()	4() 5()-61
e.	My family sometimes doesn't understand my style of life.	1()	2()	3()	4() 5()-62
f.	You can't trust the military because their policies are always changing.	1()	2()	3()	4() 5()-63
g.	There are very few jobs really worth doing.	1()	2()	3()	4() 5()-64
h.	I feel ready to settle down.	1()	2()	3()	4() 5()-65
i.	Women do not have the physical strength and endurance to be military personnel.	1()	2()	3()	4() 5()-66
j.	The military life is a good influence on most young people.	1()	2()	3()	4() 5()-67
k.	Women think less clearly than men, and are more emotional.	1()	2()	3()	4() 5()-68
l.	Women in the National Guard or the Reserves can fill a vital function as members of combat-ready units.	1()	2()	3()	4() 5()-69
m.	Women have a tougher time adjusting to military life than do men.	1()	2()	3()	4() 5()-70
n.	Women in the military are less feminine than other women.	1()	2()	3()	4() 5()-71
o.	Employers value people who have had military training.	1()	2()	3()	4() 5()-72
p.	It's really important for women to have the same opportunities as men.	1()	2()	3()	4() 5()-73

IF RESPONDENT IS MALE, SKIP TO #40.

39a. IF RESPONDENT IS FEMALE:

How do you feel about Women's Lib? Are you:

- 74- 1() Strongly in favor of it, 9() Don't know
 2() Somewhat in favor, 0() Not applicable
 3() Somewhat opposed, or
 4() Strongly opposed to it?

- 39b. If you were in the military, would you personally want a job that has usually been a man's?

- 75- 1() Yes 9() Don't know
 2() No 0() Not applicable

40. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) — would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

	ENLIST	NOT ENLIST		
	Definitely	Probably	Probably	Definitely
a. Tuition assistance of \$500 per year, for up to 4 years.	1()	2()	3()	4()
b. Tuition assistance of \$750 per year, for up to 4 years.	1()	2()	3()	4()
c. Tuition assistance of \$1,000 per year, for up to 4 years.	1()	2()	3()	4()
				9()-73

41a. And now a few questions for classification purposes. Are you living with your parents?

79- 1() Yes 2() No

41b. Are you: 30-(3); 1-4 (DUP)

5- 1() Married, 3() Widowed, divorced, or (#41d NEXT)
2() Single, (#41d NEXT) 4() Separated? (#42 NEXT)

41c. IF MARRIED:

Is your spouse working?

6- 1() Yes (#42 NEXT) 2() No (#42 NEXT) 0() Not applicable

41d. IF SINGLE, WIDOWED, OR DIVORCED IN #41b:

Are you planning to get married in the next 12 months?

7- 1() Yes 9() Don't know
2() No 0() Not applicable

42. Do you own your own home?

8- 1() Yes 2() No

43. What was the last grade of school or college your father completed?

9- 1() Less than high school graduate
2() High school graduate
3() Vocational/training school after high school
4() Some college
5() College graduate or more
9() Don't know

44a. During most of your first ten years of life, did you live:

10- 1() On a farm, (#45a NEXT) 9() No one place (#45a NEXT)
2() In a town,
3() In a suburb, or
4() In a city?

44b. Approximately what was its population?

11- 1() Under 1,000 6() 500,000 to 999,999
2() 1,000 to 9,999 7() 1 million or over
3() 10,000 to 49,999 9() Don't know
4() 50,000 to 99,999 0() Not applicable
5() 100,000 to 499,999

45a. Was your father a career military man?

12- 1() Yes 2() No 3() Don't know] #45c NEXT

45b. IF YES:

How do you think he would rate his military career -- would you say he was:

13-	1() Very satisfied,	4() Somewhat dissatisfied, or
	2() Somewhat satisfied,	5() Very dissatisfied?
	3() Neither satisfied nor	9() Don't know
	dissatisfied,	0() Not applicable

45c. Have any other close relatives been career military personnel?

14- 1() Yes 2() No 3() Don't know] #46 NEXT

45d. IF YES:

Who was that? CHECK ALL MENTIONED

15-	1() Mother	21-	5() Spouse
16-	2() Uncle or aunt	22-	6() Cousin
17-	3() Brother or sister	23-	7() Stepfather or stepmother
18-	4() Grandparent	24-	8() Father-in-law/mother-in-law
19-	5() Other _____		

20- _____

WRITE IN

25- 0() Not applicable

46. What was the last grade of school or college your mother completed?

26- 1() Less than high school graduate
 2() High school graduate
 3() Vocational/training school after high school
 4() Some college
 5() College graduate or more
 9() Don't know

47. Excluding yourself, how many dependents do you have?

27- 1() None 4() Three
 2() One 5() Four
 3() Two 6() Five or more

48. During your high school years, would you say you were an:

28- 1() A student 4() D student, or
 2() B student 5() F student?
 3() C student 9() Don't know

49. Some people view the different components of the military as very similar and some people view them as very different. Do you feel the (READ ITEM) are very similar to one another, somewhat similar to one another, somewhat different from one another, or very different from one another? (DO NOT READ "DON'T KNOW")

	SIMILAR		DIFFERENT		Don't Know
	Very	Somewhat	Somewhat	Very	
a. National Guard and the Active Military	1()	2()	3()	4()	9()-29
b. Active Military and the Reserves	1()	2()	3()	4()	9()-30
c. National Guard and the Reserves	1()	2()	3()	4()	9()-51

50a. How many brothers and sisters do you have?

- 32- 1() One 5() Five
2() Two 6() Six or more
3() Three 0() None (#51a NEXT)
4() Four

50b. How many are older than you?

- 33- 1() One 5() Five
2() Two 6() Six or more
3() Three 0() None
4() Four 9() Not applicable

50c. Have any of your brothers or sisters served in the military?

51a. I'd like you to think of your two best male friends and your two best female friends. (PAUSE) Have any of them joined the military or talked recently about going into the active military or the National Guard or Reserves?

- 35- 1() Yes 2() No (#52a NEXT)

51b. IF YES:

How many of those friends joined?

- 36- 1() One 4() Four
 2() Two 0() None
 3() Three 9() Not applicable

52a. Now I'd like you to think about what those people who are closest to you might think if you were to join the National Guard or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard or the Reserves?

52b. Who were you mostly thinking of when you answered just now? CHECK ALL MENTIONED

- | | |
|---------------------|--------------------------------|
| 38- 1() Mother | 46- 7() Coworkers |
| 39- 2() Father | 47- 8() Employer |
| 40- 3() Brother(s) | 48- 9() Teacher(s), coach(es) |
| 41- 4() Sister(s) | 49- 1() Counselor(s) |
| 42- 5() Spouse | 50- 2() Best friend |
| 43- 6() Child(ren) | 51- 3() Fiance(e) or steady |
| 44- _ () Other | |
| 45- | WRITE IN |

WRITE IN

53. And just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

- 52- 1() Hispanic () Other _____
2() American Indian or Alaska Native WRITE IN
3() Black, not of Hispanic origin
4() Asian or Pacific Islander
5() White, not of Hispanic origin

54a. And last, what is your social security number? (IF CAN'T REMEMBER, ASK RESPONDENT TO OBTAIN NOW.)

- 53- 1() _____
2() Can't remember and can't find readily
3() No social security number
4() Refusal } #54b NEXT
5() Asks reasons

} GO TO RESPONDENT NAME, ETC.

54b. We need this information for use in a study relating later enlistments in the National Guard and Reserves to some of the ideas we've been discussing in this interview. (IF CAN'T REMEMBER, ASK RESPONDENT TO OBTAIN NOW.)

- 54- 1() _____
2() Can't remember and can't find readily
3() No social security number
4() Refusal
0() Not applicable

SS #: 55-
56-
57-
58-
59-
60-
61-
62-
63-

Interviewer:

64-
65-
66-

67-79 (0)
80 (4)

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

INTERVIEWER _____ DATE _____

SAMPLE SEGMENT _____

VETERANS QUESTIONNAIRE

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

October 1979
Job #8894
OMB #22-R0407

TELEPHONE # _____ ID # _____

ENLISTMENT STUDY — VETERANS SAMPLE SCREENER

Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. May I please speak with (NAME ON CALL RECORD)?

✓ IF TARGET PERSON ANSWERED PHONE, READ:
We are conducting a survey for the Federal Government and would like to have your opinion.

✓ IF SOMEONE OTHER THAN TARGET PERSON ANSWERED, WHEN TARGET PERSON IS ON PHONE READ:
Hello, I'm _____ from Associates for Research in Behavior, a research company in Philadelphia. We are conducting a survey for the Federal Government and would like to have your opinion.

— 1a. Have you ever been in the military service?

1() Yes 2() No (END INTERVIEW— CODE 8)

— b. IF YES:

Are you currently serving in the military?

— 1() Yes (END INTERVIEW— CODE 9) 2() No

— c. IF NO:

— Are you currently a member of the active reserves in paid drill status; that is, going to night or weekend unit training assemblies and/or summer training camp?

1() Yes (END INTERVIEW— CODE 10) 2() No

- OVER -

VETERANS SCREENER - 2

1d. IF NO IN #1c:

For how many months and years were you in the military service?

- 12- 1() Less than 2 years (END INTERVIEW--CODE 11) 4() 4 years— 4 yrs., 11 mos.
 2() 2 years— 2 yrs., 11 mos. 5() 5 years— 5 yrs., 11 mos.
 3() 3 years— 3 yrs., 11 mos. 6() 6 years or more (END INTERVIEW--
CODE 11)

e. In what month and year did you enter the military service? CHECK MONTH AND YEAR

- () Before November 1973 (END INTERVIEW--CODE 11)
 () November 1977 or later (END INTERVIEW--CODE 11)

	<u>MONTH</u>	<u>YEAR</u>	ID #:
13-	01() January	07() July	1- 2-
14-	02() February	08() August	3- 4-
	03() March	09() September	SAT. 5-
	04() April	10() October	6-
	05() May	11() November	7-
	06() June	12() December	8-
			9-
			10-
			11-

f. In what month and year were you released from the military service? CHECK MONTH AND YEAR

- () Before November 1975 (END INTERVIEW--CODE 11)

	<u>MONTH</u>	<u>YEAR</u>	LOCNO
16-	01() January	07() July	6- 7-
17-	02() February	08() August	8- 9-
	03() March	09() September	10-
	04() April	10() October	11-
	05() May	11() November	
	06() June	12() December	

g. In what branch of the military did you serve?

- 19- 1() Air Force 4() Marines
 2() Army 5() Navy
 3() Coast Guard

h. How old are you?

- | | | | | |
|-----|-------------------|----------|----------|------------------|
| 20- | 01() 20 or under | 06() 25 | 11() 30 | 16() 35 |
| 21- | 02() 21 | 07() 26 | 12() 31 | 17() 36 |
| | 03() 22 | 08() 27 | 13() 32 | 18() 37 |
| | 04() 23 | 09() 28 | 14() 33 | 19() 38 |
| | 05() 24 | 10() 29 | 15() 34 | 20() 39 |
| | | | | 21() 40 |
| | | | | 22() 41 or over |

i. What is the last year of school or college you completed?

- | | | |
|-----|---|-----------------------------|
| 22- | 1() Less than high school graduate | 5() Two years of college |
| | 2() High school graduate | 6() Three years of college |
| | 3() Vocational school/training after high school | 7() Four years of college |
| | 4() One year of college | 8() Post graduate work |

j. CHECK SEX:

- 23- 1() Male 2() Female

24-
25-

RESPONDENT	PHONE
ADDRESS	
CITY	STATE
INTERVIEWER	ZIP
SAMPLE SEGMENT	DATE

- Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

October 1979
Job # 8894
OMB # 22-R0407

ENLISTMENT STUDY — VETERANS SAMPLE

Your household has been chosen by chance. Any information you give us is held completely confidential by our firm. Participation in the survey is voluntary and there will be no consequences for failure to respond to any particular questions.

2. Are you currently attending any type of school or college?

27- 1() Yes (#4 NEXT) 2() No

- 3. IF NO:

Are you planning to attend any type of school or college in the next year or so?

27- 1() Yes 2() No (#7a NEXT) 0() Not applicable

4. IF YES IN #2 OR #3:

What type of school are you attending/planning to attend?

- 28- 1() High school
2() Vocational training school after high school (#6a NEXT)
3() Two-year college (#6a NEXT)
4() Four-year college (#6a NEXT)
5() Graduate or professional school (#6b NEXT)
9() Don't know (#7a NEXT)
0() Not applicable

5a. IF HIGH SCHOOL:

Do you plan to go on to vocational training or college after high school?

29- 1() Yes (#7a NEXT) 9() Don't know (#7a NEXT)
2() No 0() Not applicable

5b. IF NO:

Did you have technical training in high school — in shop courses, that is?

30- 1() Yes } #7a NEXT 9() Don't know } #7a NEXT
2() No } #7a NEXT 0() Not applicable } #7a NEXT

6a. IF COLLEGE OR VOCATIONAL TRAINING IN #4:

How many courses are you taking/planning to take per semester?

- 31- 1() One 5() Five
2() Two 6() Six or more
3() Three 9() Don't know
4() Four 0() Not applicable

6b. What is/was/will be your major?

- 1() English: literature
2() Foreign language or literature
3() Psychology; sociology; anthropology
4() Economics; political science
5() Biology
6() Mathematics; computer science; information science
7() Physics; chemistry
() Engineering: SPECIFY TYPE _____
() Double major or other: SPECIFY _____
9() None; undecided; not sure
0() Not applicable

6c. Are you/will you be using/did you use any kind of financial assistance?

- 34- 1() Yes 9() Don't know
 2() No 0() Not applicable

7a. Are you currently employed outside your home?

- 35- 1() Yes 2() No (#11 NEXT)

7b. IF YES:

About how big is the company you work for? Would you say that the total number of people who work for it is:

- 36- 1() Just yourself. 5() 1,001 - 10,000, or
 2() 2 - 10. 6() More than 10,000?
 3() 11 - 100. 9() Don't know
 4() 101 - 1,000. 0() Not applicable

7c. Now, think about just the office or store or factory in which you yourself are located. Are the number of people working there for your company:

- 37- 1() Just yourself. 5() 1,001 - 10,000, or
 2() 2 - 10. 6() More than 10,000?
 3() 11 - 100. 9() Don't know
 4() 101 - 1,000. 0() Not applicable

8a. How many hours a week do you regularly work?

IF 49 OR MORE, Q. 9 NEXT

8b. IF 48 OR FEWER HOURS:

Have you been looking for a second job or another way to increase your income?

- 40- 1() Yes 0() Not applicable
 2() No

9. How satisfied are you with your present job? Are you:

- 41- 1() Very satisfied. 3() Somewhat dissatisfied, or
 2() Somewhat satisfied. 4() Very dissatisfied?
 0() Not applicable

10. How long have you been employed there?

- 42- 1() Less than 6 months 3() 1 - 5 years
 2() 6 months - 11 months 4() More than 5 years
 0() Not applicable

SKIP TO Q. 12 NEXT.

11. IF NOT CURRENTLY EMPLOYED IN Q. 7a:

Are you looking for work?

- 43- 1() Yes 2() No
 0() Not applicable

12. How difficult do you think it is for someone in your type of work to find a job where you live? Is it:

- 44- 1() Very difficult, 3() Somewhat easy, or
 2() Somewhat difficult, 4() Very easy?
 9() Don't know

13. Now I'm going to read you a list of several things which young people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not or definitely not?

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a. Working in a factory	1()	2()	3()	4()	9()-45
b. Working at a desk in a business office	1()	2()	3()	4()	9()-46
c. Working as a salesperson	1()	2()	3()	4()	9()-47
FOR STATEMENTS d THROUGH i, START WITH STARRED ITEM FIRST; ROTATE THRU REMAINDER.					
d. Serving in the Army National Guard	1()	2()	3()	4()	9()-48
e. Serving in the Air National Guard	1()	2()	3()	4()	9()-49
f. Serving in the Army Reserve	1()	2()	3()	4()	9()-50
g. Serving in the Air Force Reserve	1()	2()	3()	4()	9()-51
h. Serving in the Marine Corps Reserve	1()	2()	3()	4()	9()-52
i. Serving in the Navy Reserve	1()	2()	3()	4()	9()-53
STATEMENT j IS ALWAYS ASKED LAST.					
j. Serving in the active military	1()	2()	3()	4()	9()-54

14. Have you ever:

- a. Attended an open house for a National Guard/Reserve unit in your area? 1() Yes 2() No-55
- b. Gone to a recruiting center to talk about joining the National Guard/Reserves? 1() Yes 2() No-56

- 15a A number of ads for the military concentrate on the jobs and the training available. When you think of the National Guard or the Reserves, how true do you think the ads really are? Would you say the National Guard/Reserves offer:

- 57- 1() A great variety of jobs and training programs,
2() Some variety, but not great variety,
3() Only a little variety, or
4() Hardly any variety at all?
9() Don't know

- 15b. How about for a person like yourself -- do you think that, considering your skills and your interests, you would find in the National Guard/Reserve:

- 58- 1() A great variety of jobs and training programs,
2() Some variety, but not great variety,
3() Only a little variety, or
4() Hardly any variety at all?
9() Don't know

16a. Did you ever actually apply to join the National Guard or Reserves?

59- 1() Yes 2() No

16b. The current length of time for enlistment in the Guard/Reserve is six years.
How likely would you be to enlist in the Guard/Reserve if you had to sign up for
2 years — would you:

50- 1() Definitely enlist, 3() Probably not enlist, or
 2() Probably enlist, 4() Definitely not enlist?
 9() Don't know

17a. I'd like to change the topic now. I notice that you were in the (NAME SERVICE
FROM SCREENER). Overall, how satisfied were you with the time you spent in the
(NAME SERVICE) — were you:

61- 1() Very satisfied, 4() Somewhat dissatisfied, or
 2() Somewhat satisfied, 5() Very dissatisfied with the
 3() Neither satisfied nor service?
 9() Don't know

17b. Did you get the MOS or specialty or AFSC you wanted when you joined the service?

52- 1() Yes 2() No

17c. How satisfied were you with your MOS or specialty or AFSC — were you:

63- 1() Very satisfied, 4() Somewhat dissatisfied, or
 2() Somewhat satisfied, 5() Very dissatisfied with the
 3() Neither satisfied nor service?
 9() Don't know

18a. What was your grade when you left the service?

64- 1() E-1 (#21 NEXT) 6() E-6
 2() E-2 7() E-7
 3() E-3 8() E-8
 4() E-4 9() E-9
 5() E-5 0() Don't know/refused (#21 NEXT)

18b. IF E-2 OR HIGHER IN #18a:

How long before you left the service was your last promotion?

65- 1() Last week or two
 2() Last three months, but not last week or two
 3() Four to six months
 4() Seven to nine months
 5() Ten to 12 months } #20 NEXT
 6() A year to a year and a half
 7() More than a year and a half
 9() Don't know (#21 NEXT)
 0() Not applicable

19. IF SIX MONTHS OR LESS IN #18b:

Had you received the promotion earlier, would you have been more likely to stay in the service?

66- 1() Yes } #21 NEXT
- 2() No

9() Don't know (#21 NEXT)
0() Not applicable

20. IF SEVEN MONTHS OR MORE IN #18b:

Had you received a promotion more recently, would you have been more likely to stay in the service?

67- 1() Yes
- 2() No

9() Don't know
0() Not applicable

21. In your opinion, how were women treated in the service? Would you say they were treated:

63- 1() Better than men,
- 2() About the same as men, or
- 3() Worse than men?

9() Don't know

22a. Do you remember discussing the Guard/Reserve with a career counselor before you left the service?

69- 1() Yes
- 2() No } #23a NEXT
- 9() Not sure

22b. IF YES:

About how long before you left the service was your first contact with him/her?

70- 1() Last week or two
- 2() Last three months, but not last week or two
- 3() Four to six months
- 4() Seven to nine months
- 5() Ten to 12 months
- 6() A year to a year and a half
- 7() More than a year and a half
- 9() Don't know
- 0() Not applicable

22c. Do you feel that your discussions with career counselors were helpful to you?

71- 1() Yes
- 2() No
- 9() Don't know
- 0() Not applicable

23a. Do you feel your experience in the service has helped you in civilian life?

- 72- 1() Yes 9() Don't know
2() No

23b. How useful has your experience in the service been since your return to civilian life? Would you say it has been:

- 73- 1() Very useful, 9() Don't know
2() Somewhat useful,
3() Slightly useful, or
4() Not at all useful?

23c. Have you done any of the following things since you left the service? **READ LIST**

- | | | | |
|--|----------|---------|-----|
| a. Gone back to school | 1() Yes | 2() No | -74 |
| b. Gotten married | 1() Yes | 2() No | -75 |
| c. Bought a home | 1() Yes | 2() No | -76 |
| d. Had a child | 1() Yes | 2() No | -77 |
| e. Taken out a bank loan, other than
a home mortgage loan | 1() Yes | 2() No | -78 |
| f. Gotten divorced or separated | 1() Yes | 2() No | -79 |

23d. On the whole, how satisfied have you been with civilian life since you left the service? Would you say you are:

24a. Do you remember receiving any recruiting literature from the service since you left?

- 6 1() Yes 2() No
 9() Don't know } #25 NEXT

24b. IF YES:

How recently was that? Was it in the

- 7- 1() Last three months, 9() Don't know
 2() Four to six months ago, 0() Not applicable
 3() Seven to nine months ago,
 4() 10 to 12 months ago, or
 5() More than a year ago?

24c. Was that from the:

24d. Did you read it?

- 25. How likely would you be to enlist in the Guard/Reserve if you were to receive (NAME ITEM) -- would you definitely enlist, probably enlist, probably not enlist, or definitely not enlist?

	IN LIST	NOT ENLIST			
		Definitely	Probably	Probably	Definitely
DK					DK
a.	A \$1,000 bonus	1()	2()	3()	4()
b.	A \$1,500 bonus	1()	2()	3()	4()
c.	A \$2,000 bonus	1()	2()	3()	4()

- 26a. Do you think it would help you in a civilian job if you were to be a member of the National Guard or the Reserves?

13- 1() Yes 2() No 9() Don't know

- 26b. Do you think an employer would hold a job for someone who was away in active duty training with the National Guard or the Reserves for 3 to 6 months?

14- 1() Yes 2() No 9() Don't know

- 26c. If an employer did hold a position open, would the employee lose all of his or her seniority from a company during the training period for the National Guard or the Reserves?

15- 1() Yes 2() No 9() Don't know

- IF RESPONDENT IS NOT EMPLOYEE (Q. 7a, PAGE 2), SKIP TO Q. 28.

- 27a. IF RESPONDENT IS EMPLOYEE

Does your company have a specific policy about National Guard or Reserves participation?

16- 1() Yes 9() Don't know
2() No 0() Not applicable

- 27b. With regard to Guard Reserve participation, would you say the company is:

17- 1() Positive 9() Don't know
2() Neutral, or 0() Not applicable
3() Negative

- 27c. Have you ever talked with any supervisor about company policy on this, or has any supervisor ever talked with you?

18- 1() Yes 9() Don't know (#28 NEXT)
2() No (#28 NEXT) 0() Not applicable

- 27d. IF YES

Would you say your supervisor was

19- 1() Positive 9() Don't know
2() Neutral, or 0() Not applicable
3() Negative

28. Now I'm going to read you a list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. READ LIST.

	AGREE					DISAGREE
	Strongly	Somewhat	Neither	Somewhat	Strongly	
a. It's important for our country to be able to use military force in its relations with other countries.	1()	2()	3()	4()	5()	20
b. I like to become involved in projects in my community.	1()	2()	3()	4()	5()	21
c. People look up to a person in the uniform of the National Guard or Reserves.	1()	2()	3()	4()	5()	22
d. It's more fun to play team sports than individual sports.	1()	2()	3()	4()	5()	23
e. Our country is too militaristic.	1()	2()	3()	4()	5()	24
f. A nation should always be ready to fight.	1()	2()	3()	4()	5()	25
g. I like to belong to organizations or groups which help me find more interesting things to do than being on my own.	1()	2()	3()	4()	5()	26
h. I've always liked the idea of wearing a uniform.	1()	2()	3()	4()	5()	27
i. The National Guard is a place to meet good friends and make lasting friendships.	1()	2()	3()	4()	5()	28
j. It is unnecessary for us to spend billions and billions of dollars each year for military preparations.	1()	2()	3()	4()	5()	29
k. The National Guard and the Reserves are highly respected in my community.	1()	2()	3()	4()	5()	30
l. The military life is a pretty lonely one.	1()	2()	3()	4()	5()	31
m. The National Guard or Reserves offers an opportunity to become involved in projects in my community.	1()	2()	3()	4()	5()	32
n. I would be proud to be a member of the National Guard or Reserves.	1()	2()	3()	4()	5()	33
o. In my spare time I prefer doing things with others rather than being by myself.	1()	2()	3()	4()	5()	34

29. Now I'd like you to think about a normal week in your life. About how often do you get a chance to just relax for three or four hours in a row — to do what you want without having to catch up on chores from your job or your home? A chance to do what you want for a few hours at a stretch — without having to take care of things or see people you don't want to? Would you say this happens:

- 35- 1() Every week, 4() Hardly ever, or
 2() Almost every week. 5() Never
 3() Once or twice a month. 9() Don't know

30. When you do have a chance to do what you want, what sorts of activities do you like? As I read each of these activities, tell me if it is something you like very much, something you like a little bit, something you don't particularly care about one way or the other, or something you dislike altogether. READ LIST

	LIKE		Don't Particularly Care About	Dislike	DK/ Never Tried
	Very Much	A Little			
a. Snow skiing	1()	2()	3()	4()	9()-36
b. Volleyball	1()	2()	3()	4()	9()-57
c. Meal preparation	1()	2()	3()	4()	9()-33
d. Reading a novel	1()	2()	3()	4()	9()-39
e. Fishing	1()	2()	3()	4()	9()-43
f. Gardening	1()	2()	3()	4()	9()-41
g. Watching a football game	1()	2()	3()	4()	9()-42
h. Reading about medicine	1()	2()	3()	4()	9()-43
i. Dining out	1()	2()	3()	4()	9()-44
j. Participating in religious activities	1()	2()	3()	4()	9()-45
k. Doing crossword puzzles	1()	2()	3()	4()	9()-46
l. Studying the stock market	1()	2()	3()	4()	9()-47
m. Reading about foreign countries	1()	2()	3()	4()	9()-48
n. Hunting	1()	2()	3()	4()	9()-49
o. Going to a movie	1()	2()	3()	4()	9()-50
p. Visiting friends	1()	2()	3()	4()	9()-51
q. Fixing up a car or motorcycle	1()	2()	3()	4()	9()-52
r. Working with a youth group	1()	2()	3()	4()	9()-53
s. Playing cards with friends	1()	2()	3()	4()	9()-54
t. Going to a disco	1()	2()	3()	4()	9()-55
u. Working for a political or social cause	1()	2()	3()	4()	9()-56
v. Camping out	1()	2()	3()	4()	9()-57
w. Shooting the breeze with friends	1()	2()	3()	4()	9()-53

31. Now I want you to think of the various things you might try or look into during the next six months. As I read each of the following, please tell me whether it is something you feel you are very likely to do in the next six months, somewhat likely to do, might or might not do, are somewhat unlikely to do, or are very unlikely to do. READ LIST

	LIKELY			UNLIKELY			Don't Know
	Very	Somewhat	Neither	Somewhat	Very		
a.	Send for literature about the military forces.	1()	2()	3()	4()	5()	9()-59
b.	Talk to a recruiter for one of the military services.	1()	2()	3()	4()	5()	9()-50
c.	Look for a job, or look to change jobs.	1()	2()	3()	4()	5()	9()-61
d.	Take a physical or written test for military service.	1()	2()	3()	4()	5()	9()-62
e.	Look for a way to change the routine in your life.	1()	2()	3()	4()	5()	9()-63
f.	Look for a way to make some extra money in your spare time.	1()	2()	3()	4()	5()	9()-64

32. People give various reasons for wanting to do different things with their spare time. As I read each of the following, please tell me how important or unimportant the reason would be to you personally for deciding to do a particular thing — would it be very important, somewhat important, neither important nor unimportant, somewhat unimportant, or very unimportant to you personally. READ LIST

	IMPORTANT			UNIMPORTANT			Don't Know
	Very	Somewhat	Neither	Somewhat	Very		
a.	Developing a sense of discipline.	1()	2()	3()	4()	5()	9()-65
b.	The opportunity to serve my community.	1()	2()	3()	4()	5()	9()-66
c.	Gaining recognition and status.	1()	2()	3()	4()	5()	9()-67
d.	Learning a new trade or specialty.	1()	2()	3()	4()	5()	9()-68
e.	Learning leadership skills.	1()	2()	3()	4()	5()	9()-69
f.	Meeting new kinds of people.	1()	2()	3()	4()	5()	9()-70

33. Now as I read you this list of statements again, please tell me if you think you would be more likely to accomplish each if you enlisted in the National Guard or Reserves, or more likely to accomplish it by some other part-time job or activity. Would the National Guard or the Reserves — or another job or activity be much more likely, or somewhat more likely to offer? READ LIST

	Guard/Reserves			Other Part-Time Job/Activity			Don't Know
	Much	Somewhat	Neither	Somewhat	Much		
a.	Developing a sense of discipline.	1()	2()	3()	4()	5()	9()-71
b.	The opportunity to serve my community.	1()	2()	3()	4()	5()	9()-72
c.	Gaining recognition and status.	1()	2()	3()	4()	5()	9()-73
d.	Learning a new trade or specialty.	1()	2()	3()	4()	5()	9()-74
e.	Learning leadership skills.	1()	2()	3()	4()	5()	9()-75
f.	Meeting new kinds of people.	1()	2()	3()	4()	5()	9()-75

77-79 (8)
80 (2)
1-4 (DUP)

- 34. If you were to join the National Guard or the Reserves, would the following things be likely or unlikely to occur? As I read each statement, please tell me whether it would be likely to occur or unlikely to occur? READ LIST.

		TO OCCUR		DK/ Not Sure
	Likely	Unlikely		
-	a. Not being able to earn extra money.	1()	2()	9()-5
-	b. Losing a chance to progress toward a solid job and job security.	1()	2()	9()-6
-	c. Engaging in exciting and adventurous activities.	1()	2()	9()-7
-	d. Taking too much time away from your family during drills.	1()	2()	9()-8
-	e. Being with "losers."	1()	2()	9()-9
-	f. Taking too much time away from your personal and social activities.	1()	2()	9()-10
-	g. Having military supervisors who would hassle or harass you.	1()	2()	9()-11
-	h. Having a chance to show your abilities.	1()	2()	9()-12
-	i. Having problems with your job because of National Guard or Reserve obligations.	1()	2()	9()-13
-	j. Learning self-discipline.	1()	2()	9()-14
-	k. Getting a chance to travel.	1()	2()	9()-15
-	l. Having a job that's not too demanding.	1()	2()	9()-16
-	m. Losing a chance for educational progress.	1()	2()	9()-17
-	n. Not having much spare time.	1()	2()	9()-18
-	o. Obtaining useful training.	1()	2()	9()-19

- 35. Now as I read each of these statements again, please tell me whether it is something you'd like very much, something you'd like somewhat, something you'd dislike somewhat, something you'd dislike very much, or something you'd neither like nor dislike. READ LIST.

		LIKE			DISLIKE		
		Very	Somewhat	Neither	Somewhat	Very	DK
-	a. Not being able to earn extra money.	1()	2()	3()	4()	5()	9()-20
-	b. Losing a chance to progress toward a solid job and job security.	1()	2()	3()	4()	5()	9()-21
-	c. Engaging in exciting and adventurous activities.	1()	2()	3()	4()	5()	9()-22
-	d. Taking too much time away from your family during drills.	1()	2()	3()	4()	5()	9()-23
-	e. Being with "losers."	1()	2()	3()	4()	5()	9()-24
-	f. Taking too much time away from your personal and social activities.	1()	2()	3()	4()	5()	9()-25
-	g. Having military supervisors who would hassle or harass you.	1()	2()	3()	4()	5()	9()-26
-	h. Having a chance to show your abilities.	1()	2()	3()	4()	5()	9()-27
-	i. Having problems with your job because of National Guard or Reserve obligations.	1()	2()	3()	4()	5()	9()-28
-	j. Learning self-discipline.	1()	2()	3()	4()	5()	9()-29
-	k. Getting a chance to travel.	1()	2()	3()	4()	5()	9()-30
-	l. Having a job that's not too demanding.	1()	2()	3()	4()	5()	9()-31
-	m. Losing a chance for educational	1()	2()	3()	4()	5()	9()-32
-	opportunities.	1()	2()	3()	4()	5()	9()-33
-	having much spare time.	1()	2()	3()	4()	5()	9()-34
-	getting useful training.	1()	2()	3()	4()	5()	9()-35

- 36a. A number of people have been discussing a law requiring all men to register for the draft, when they are 18 years old. How would you personally feel about such a requirement, if it meant only that the young men would have to register, but there would be no draft unless there were a national emergency? Would you be:

35- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

- 36b. How would you feel if the requirement applied not only to men at age 18, but also to women? If the requirement were that all young people are required to register but there would be no draft unless there were a national emergency, would you be:

36- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

- 36c. How about draft registration, together with a requirement that all young people would have to participate in some sort of national service? If some people could choose to join some community service organization, such as Vista or the Peace Corps, and those who wanted could choose the military forces, how would you react to the requirement? Would you be:

37- 1() Strongly in favor, 4() Somewhat opposed, or
2() Somewhat in favor, 5() Strongly opposed?
3() Neither in favor nor opposed, 9() Don't know

- 37. Would you say that military danger from other countries to the United States right now is:

33- 1() Very high,
2() Somewhat high,
3() Somewhat low, or
4() Very low?
9() Don't know

38. Now I'm going to read you one last list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement. READ LIST

	AG 13	DISAGREE				
		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
a.	You can't trust the government, because their policies are always changing.	1()	2()	3()	4()	5()-39
b.	There are too many choices a young person has to make in today's world.	1()	2()	3()	4()	5()-40
c.	Politicians and bureaucrats don't care about the people they're supposed to serve.	1()	2()	3()	4()	5()-41
d.	Military officers don't care about the people who have to serve under them.	1()	2()	3()	4()	5()-42
e.	My family sometimes doesn't understand my style of life.	1()	2()	3()	4()	5()-43
f.	You can't trust the military because their policies are always changing.	1()	2()	3()	4()	5()-44
g.	There are very few jobs really worth doing.	1()	2()	3()	4()	5()-45
h.	I feel ready to settle down.	1()	2()	3()	4()	5()-46
i.	Women do not have the physical strength and endurance to be military personnel.	1()	2()	3()	4()	5()-47
j.	The military life is a good influence on most young people.	1()	2()	3()	4()	5()-48
k.	Women think less clearly than men, and are more emotional.	1()	2()	3()	4()	5()-49
l.	Women in the National Guard or the Reserves can fill a vital function as members of combat-ready units.	1()	2()	3()	4()	5()-50
m.	Women have a tougher time adjusting to military life than do men.	1()	2()	3()	4()	5()-51
n.	Women in the military are less feminine than other women.	1()	2()	3()	4()	5()-52
o.	Employers value people who have had military training.	1()	2()	3()	4()	5()-53
p.	It's really important for women to have the same opportunities as men.	1()	2()	3()	4()	5()-54

IF RESPONDENT IS MALE, SKIP TO #40.

39. IF RESPONDENT IS FEMALE

How do you feel about Women's Lib? Are you

- 55- 1() Strongly in favor of it. 9() Don't know
 2() Somewhat in favor. 0() Not applicable
 3() Somewhat opposed, or
 4() Strongly opposed to it?

- 30*. When you were in the military, did you personally want a job that has usually been a man's?

- 56- 1() Yes 9() Don't know (#40 NEXT)
 2() No (#40 NEXT) 0() Not applicable

31. IF YES,

Did you get it?

- 57- 1() Yes 0() Not applicable
 2() No

45a. Was your father a career military man?

69- 1() Yes 2() No 9() Don't know] #45c NEXT

45b. IF YES:

How do you think he would rate his military career — would you say he was:

70- 1() Very satisfied. 4() Somewhat dissatisfied, or
2() Somewhat satisfied. 5() Very dissatisfied?
3() Neither satisfied nor 9() Don't know
 0() Not applicable

45c. Have any other close relatives been career military personnel?

71- 1() Yes 2() No 9() Don't know] #46 NEXT

45d. IF YES: 72-79 (0); 80 (3); 1-4 (DUP)

Who was that? CHECK ALL MENTIONED

5-1() Mother 11- 5() Spouse
5-2() Uncle or aunt 12- 6() Cousin
7-3() Brother or sister 13- 7() Stepfather or stepmother
3-4() Grandparent 14- 8() Father-in-law/mother-in-law
9- () Other

10- _____ WRITE IN
15- 0() Not applicable

46. What was the last grade of school or college your mother completed?

16- 1() Less than high school graduate
2() High school graduate
3() Vocational/training school after high school
4() Some college
5() College graduate or more
9() Don't know

47. Excluding yourself, how many dependents do you have?

17- 1() None 4() Three
2() One 5() Four
3() Two 6() Five or more

48. During your high school years, would you say you were an:

18- 1() A student, 4() D student, or
2() B student, 5() F student?
3() C student, 9() Don't know

49. Some people view the different components of the military as very similar and some people view them as very different. Do you feel the (READ ITEM) are very similar to one another, somewhat similar to one another, somewhat different from one another, or very different from one another? (DO NOT READ "DON'T KNOW")

	SIMILAR		DIFFERENT		Don't Know	
	Very	Somewhat	Somewhat	Very		
a.	National Guard and the Active Military	1()	2()	3()	4()	9() 10
b.	Active Military and the Reserves	1()	2()	3()	4()	9() 20
c.	National Guard and the Reserves	1()	2()	3()	4()	9() 21

50a. How many brothers and sisters do you have?

- | | | |
|-----|------------|-----------------------|
| 22- | 1() One | 5() Five |
| | 2() Two | 6() Six or more |
| | 3() Three | 0() None (#51a NEXT) |
| | 4() Four | |

50b. How many are older than you?

- | | | |
|-----|------------|---------------------|
| 23- | 1() One | 5() Five |
| | 2() Two | 6() Six or more |
| | 3() Three | 0() None |
| | 4() Four | 9() Not applicable |

50c. Have any of your brothers or sisters served in the military?

- | | | |
|-----|----------|---------------------|
| 24- | 1() Yes | 9() Don't know |
| | 2() No | 0() Not applicable |

51a. I'd like you to think of your two best male friends and your two best female friends. (PAUSE) Have any of them joined the military or talked recently about going into the active military or the National Guard or Reserves?

- | | | |
|-----|----------|---------------------|
| 25- | 1() Yes | 2() No (#52a NEXT) |
|-----|----------|---------------------|

51b. IF YES:

How many of those friends joined?

- | | | |
|-----|------------|---------------------|
| 26- | 1() One | 4() Four |
| | 2() Two | 0() None |
| | 3() Three | 9() Not applicable |

52a. Now I'd like you to think about what those people who are closest to you might think if you were to join the National Guard or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard or the Reserves?

- | | | |
|-----|--|--------------------------|
| 27- | 1() Very pleased | 4() Somewhat displeased |
| | 2() Somewhat pleased | 5() Very displeased |
| | 3() Neither pleased nor
displeased | 9() Don't know |

52b. Who were you mostly thinking of when you answered just now? CHECK ALL MENTIONED

- | | |
|---------------------|--------------------------------|
| 28- 1() Mother | 35- 7() Coworkers |
| 29- 2() Father | 35- 8() Employer |
| 30- 3() Brother(s) | 35- 9() Teacher(s), coach(es) |
| 31- 4() Sister(s) | 35- 1() Counselor(s) |
| 32- 5() Spouse | 41- 2() Best friend |
| 33- 6() Child(ren) | 41- 3() Fiance(e) or steady |
| 34- () Other | |
| 35- _____ | WRITE IN |

53. And just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

- | | | | |
|-----|---------------------------------------|-----------|-------|
| 42- | 1() Hispanic | () Other | _____ |
| | 2() American Indian or Alaska Native | WRITE IN | _____ |
| | 3() Black, not of Hispanic origin | | _____ |
| | 4() Asian or Pacific Islander | | _____ |
| | 5() White, not of Hispanic origin | | _____ |

54a. And, next to last, what is your social security number? (IF CAN'T REMEMBER, ASK RESPONDENT TO OBTAIN NOW.)

43-

- 1() _____
2() Can't remember and can't find readily
3() No social security number
4() Refusal
5() Asks reasons

} #55a NEXT

} #54b NEXT

54b. We need this information for use in a study relating later enlistments in the National Guard and Reserves to some of the ideas we've been discussing in this interview. (IF CAN'T REMEMBER, ASK RESPONDENT TO OBTAIN NOW.)

44-

- 1() _____
2() Can't remember and can't find readily
3() No social security number
4() Refusal
0() Not applicable

55a. Have you tried to find out if there is a Guard/Reserve unit close enough for you to join?

45-

1() Yes

2() No (GO TO RESPONDENT NAME, ETC.)

55b. IF YES:

Is there one close enough for you to join?

46-

1() Yes

2() No

} GO TO RESPONDENT NAME, ETC.
0() Not applicable

55c. IF YES:

Does it have an opening for someone with your skills or training?

47-

1() Yes

9() Don't know

2() No

0() Not applicable

SS #: 43-

40-
50-
51-
52-
53-
54-
55-
56-

INTERVIEWER: 57-

58-
59-

60-79 (o)

80 (4)

RESPONDENT _____

PHONE _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

INTERVIEWER _____

DATE _____

SAMPLE SEGMENT _____

CALLBACK QUESTIONNAIRES

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

February 1980
Job #8894
OAB #22-R0407

LONGITUDINAL FOLLOW-UP STUDY - SCREENER

RESPONDENT'S ID # (RECORD FROM CALL RECORD SHEET): _____

1. Hello, may I please speak to (NAME PERSON)?

1() Yes

2() No (#3 NEXT)

2. WHEN RESPONDENT GETS ON PHONE, BEGIN THE WHITE QUESTIONNAIRE ("LONGITUDINAL FOLLOW-UP QUESTIONNAIRE - TARGET RESPONDENT").

3. IF RESPONDENT UNAVAILABLE:

I'm _____ from Associates for Research in Behavior. (NAME PERSON) participated in our study last year and we are trying to locate him/her to obtain additional important information. Does (NAME PERSON) still live here?

1() Yes

2() No (#4b NEXT)

3() Refuses to cooperate (END INTERVIEW— CODE 7; SPECIFY "UNCOOP")

4a. IF YES:

When would be a good time for us to call back to talk to him/her? RECORD DATE AND TIME FOR CALLBACK TO BE MADE ON CALL RECORD SHEET. SKIP TO Q. 5.

4b. IF NO TO #3

Where could (NAME PERSON) be reached?

NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

1() Address unknown

2() Person refuses to give information 7 Q. 5 NEXT

5. Just in case/since we cannot get hold of him/her, I would like to ask you for some current information on (NAME PERSON) — it won't take more than 3 minutes of your time.

BEGIN IMMEDIATELY THE YELLOW QUESTIONNAIRE ("LONGITUDINAL FOLLOW-UP QUESTIONNAIRE - RELATIVE OF RESPONDENT").

1() Persons refuses to begin questionnaire (END INTERVIEW— CODE 6)

INTERVIEWER ID # _____ DATE _____

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

October 1979
Job #8894
OMB #22-R0407

POSITIVE PROPENSITY RESPONDENT
LONGITUDINAL FOLLOW-UP STUDY — TARGET RESPONDENT

Hello, I'm _____ from Associates for Research in Behavior in Philadelphia. We talked with you last year during an opinion study we did for the Federal Government. We would like to thank you again for your help then. We are calling some people back with a much shorter questionnaire, to learn what has happened in the last year and how they feel, now. We know, from talking with others, that some situations and some opinions change and others do not. What we are interested in is how you feel now.

Any information you give us is held completely confidential by our firm. Participation in the survey is voluntary and there will be no consequences for failure to respond to any particular questions.

RESPONDENT'S ID # (RECORD FROM CALL RECORD SHEET): _____ NEW: 1- _____ OLD: 4-
- RELATIVE REACHED: 1() Yes 2() No 2- _____ 5-
→ MONTH: 1() October 2() November 3(x) December 4() January 3- _____ 6-
7- _____

1a. Have you moved since December 1978?

10- 1() Yes 2() No

1b. How old are you?

11-	1() 18	4() 21	7() 24
	2() 19	5() 22	8() 25
	3() 20	6() 23	9() 26
			0() 27

2. Are you currently attending any type of school or college?

12- 1() Yes (#4 NEXT) 2() No

3. IF NO:

Are you planning to attend any type of school or college in the next year or so?

13- 1() Yes 9() Don't know (#7 NEXT)
2() No (#7 NEXT) 0() Not applicable

4. IF YES IN #2 OR #3:

What type of school are you attending/planning to attend?

14- 1() High school
2() Vocational training school after high school (#6 NEXT)
3() Two-year college (#6 NEXT)
4() Four-year college (#6 NEXT)
5() Graduate or professional school (#7 NEXT)
9() Don't know (#7 NEXT)
0() Not applicable

5. IF HIGH SCHOOL:

Do you plan to go on to vocational training or college after high school?

15- 1() Yes } #7 NEXT 9() Don't know (#7 NEXT)
2() No } 0() Not applicable

6. IF COLLEGE OR VOCATIONAL TRAINING IN #4:

How many courses are you taking/planning to take per semester?

16- 1() One 4() Four
2() Two 5() Five
3() Three 6() Six or more
9() Don't know
0() Not applicable

7. Are you currently employed outside your home?

17- 1() Yes

2() No (#10b NEXT)

8a. IF YES

Is this job new since December 1978?

18- 1() Yes

0() Not applicable

2() No

8b. How many hours a week do you regularly work?

IF 49 OR MORE, #8d NEXT

8c. IF 48 OR FEWER HOURS:

Have you been looking for a second job or another way to increase your income?

21- 1() Yes

0() Not applicable

2() No

8d. On the average, how many weekends a month do you work?

22- 1() None

4() Three

2() One

5() Four or more

3() Two

0() Not applicable

8e. Do you work on a rotating shift?

23- 1() Yes

0() Not applicable

2() No

9. How satisfied are you with your present job? Are you:

24- 1() Very satisfied,

9() Don't know

2() Somewhat satisfied.

0() Not applicable

3() Somewhat dissatisfied, or

4() Very dissatisfied?

10a. How long have you been employed at your present job?

25- 1() Less than 6 months

3() 1 - 5 years

2() 6 months - 11 months

4() More than 5 years

0() Not applicable

SKIP TO Q. 12 NEXT.

10b. IF NO IN Q. 7:

Have you been employed since December 1978?

26- 1() Yes

2() No (#11 NEXT)

0() Not applicable

10c. IF YES:

Was it a job that was new since December 1978?

27- 1() Yes

2() No

0() Not applicable

10d. How long were you employed at your last job?

28- 1() Less than 2 months

3() 6 - 11 months

2() 2 - 5 months

4() 1 year or more

0() Not applicable

11. Are you looking for work now?

29- 1() Yes

2() No

0() Not applicable

12. How difficult do you think it is for someone in your type of work to find a job where you live? Is it:

30- 1() Very difficult,
2() Somewhat difficult,
3() Somewhat easy, or
4() Very easy?

9() Don't know

13. Now I'm going to read you a list of several things which young people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not?

		Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a.	Working in a factory	1()	2()	3()	4()	9()-31
b.	Working at a desk in a business office	1()	2()	3()	4()	9()-32
c.	Working as a salesperson	1()	2()	3()	4()	9()-33
FOR STATEMENTS d THROUGH i. START WITH STARRED ITEM FIRST; ROTATE THRU REMAINDER.						
d.	Serving in the Army National Guard	1()	2()	3()	4()	9()-34
e.	Serving in the Air National Guard	1()	2()	3()	4()	9()-35
f.	Serving in the Army Reserve	1()	2()	3()	4()	9()-36
g.	Serving in the Air Force Reserve	1()	2()	3()	4()	9()-37
h.	Serving in the Marine Corps Reserve	1()	2()	3()	4()	9()-38
i.	Serving in the Navy Reserve	1()	2()	3()	4()	9()-39
STATEMENT j IS ALWAYS ASKED LAST.						
j.	Serving in the active military	1()	2()	3()	4()	9()-40

- 14a. Since December 1978, have you talked with your parents, brothers or sisters, spouse, friends, or employer about joining the military?

41- 1() Yes 2() No 3() Don't recall } #15a NEXT

- 14b. Was that with your:

Q. 14b		
Yes	No	N/A

- 14c. FOR EACH "YES" IN Q. 14b, ASK:
Was your (NAME PERSON) mostly positive or mostly negative about your joining?

	Q. 14c			
	Positive	Negative	Mixed	N/A
Mother	{ }	{ }	9()	8()-42
Father	{ }	{ }	9()	8()-43
Spouse, fiance or steady friend	()	()	9()	8()-44
Other friends	()	()	9()	8()-45
Brothers or sisters	()	()	9()	8()-46
Employer	()	()	9()	8()-47

15a. Have you sent for literature about the military services since December 1978?

48- 1() Yes
2() No

9() Don't remember

15b. Have you attended an open house for any of the military units in your area since December 1978?

49- 1() Yes
2() No

9() Don't remember/not sure

15c. Have you talked to a recruiter for one of the military services since December 1978?

50- 1() Yes
2() No (#22 NEXT)

9() Don't remember/not sure (#22 NEXT)

16a. IF YES IN Q. 15c:

For which service or services was that?

a. FIRST OR ONLY
MENTIONED

51-1() Army
2() Air Force
3() Navy
4() Marines
5() Coast Guard
0() Not applicable

b. SECOND
MENTIONED

52-1() Army
2() Air Force
3() Navy
4() Marines
5() Coast Guard
0() No second
mention

c. THIRD
MENTIONED

53-1() Army
2() Air Force
3() Navy
4() Marines
5() Coast Guard
0() No third
mention

d. MORE THAN
THREE

54-1() Yes
2() No

16b. When you talked to a recruiter for the (NAME SERVICE), was that for the:

55-1() Actives, 56-1() Actives, 57-1() Actives,
2() National Guard, or 2() National Guard, or 2() National Guard, or
3() Reserves? 3() Reserves? 3() Reserves?
0() Not applicable 0() Not applicable 0() Not applicable

17. In general, did you feel that the recruiter(s) you spoke with was/were:

	Yes	No	Not Sure	N/A
--	-----	----	----------	-----

- a. Talking about what was important to you? 1() 2() 9() 0()-58
b. Presenting a balanced picture of the good points and the bad points of the military? 1() 2() 9() 0()-59
c. Straightforward in his/her presentation? 1() 2() 9() 0()-60

18. Are you or were you interested in a specific job or area of training in the military?

61- 1() Yes
2() No

9() Don't know
0() Not applicable

19. When you spoke to the recruiter, did he offer you a job or area of training that you wanted in the military?

62- 1() Yes
2() No (#22 NEXT)

0() Not applicable

IF YES IN Q. 18 AND YES IN Q. 19, GO TO Q. 20. OTHERWISE GO TO Q. 22.

20. Was it one that you had specifically asked for?

63- 1() Yes (#22 NEXT)
2() No

0() Not applicable

21. IF NO IN #20:

Was it similar to one you had specifically asked for?

64- 1() Yes
2() No

9() Don't know
0() Not applicable

22. Have you actually applied to join the military since December 1978?

65- 1() Yes

2() No (#34b NEXT)

23a. IF YES:

For which service or services was that?

a. FIRST OR ONLY
MENTIONED

66-1() Army
2() Air Force
3() Navy
4() Marines
5() Coast Guard
0() Not applicable

b. SECOND
MENTIONED

67-1() Army
2() Air Force
3() Navy
4() Marines
5() Coast Guard
0() No second
mention

c. THIRD
MENTIONED

68- 1() Army
2() Air Force
3() Navy
4() Marines
5() Coast Guard
0() No third
mention

d. MORE THAN
THREE

69- 1() Yes
2() No

23b. When you applied to join the (NAME SERVICE), was that for the:

70-1() Actives, 71-1() Actives, 72- 1() Actives,
2() National Guard, or 2() National Guard, or 2() National Guard, or
3() Reserves? 3() Reserves? 3() Reserves?
0() Not applicable 0() Not applicable 0() Not applicable

24a. Have you taken a physical or written test for military service since December 1978?

73- 1() Yes (#25 NEXT)
2() No

0() Not applicable

24b. IF NO:

Are you scheduled to take a physical or written test for military service?

74- 1() Yes (#34a NEXT)

2() No (#34a NEXT)

0() Not applicable

25. IF YES TO #24a:

Which?

75- 1() Physical
2() Written

3() Both
0() Not applicable

26. Were you accepted for military service?

76- 1() Yes (#28a NEXT)
2() No

0() Not applicable

27. IF NO:

Why not?

77- 1() Failed physical test
78-79 (0) 2() Failed written test
80 (1)
1-3 (DIF)

_() Other _____
WRITE IN
8() Refused to answer
9() Don't know
0() Not applicable

AD-A092 880

ASSOCIATES FOR RESEARCH IN BEHAVIOR INC PHILADELPHIA PA F/G 15/5
ISSUES RELATED TO RECRUITMENT OF ENLISTED PERSONNEL FOR THE RES--ETC(U)
SEP 80 MDA903-78-C-0491

NL

UNCLASSIFIED

3 of 3
ACI
2/29/880

END
DATE
FILED
[8]
DTIC

28a. IF YES IN Q. 26:

Have you actually joined the military since December 1978?

4- 1() Yes (#29a NEXT)

2() No

0() Not applicable

28b. IF NO:

Why not? _____

(SKIP TO Q. 34a NEXT)

29a. IF YES IN Q. 28a:

Which service?

11- 1() Army

4() Marines

2() Air Force

5() Coast Guard

3() Navy

0() Not applicable

29b. Was that for the:

12- 1() Actives,

0() Not applicable

2() National Guard, or

3() Reserves?

30. In what month and year did you join?

1978

13- 01() October

04() January

1979

08() May 12() September

14- 02() November

05() February

09() June

13() October

03() December

06() March

10() July

14() November

07() April

11() August

15() December

00() Not applicable

31a. What is your current status? Are you awaiting basic training?

15- 1() Yes (#32 NEXT)

() Other

WRITE IN

2() No

0() Not applicable

31b. IF NO:

Are you awaiting specialty training?

16- 1() Yes (#33 NEXT)

() Other

WRITE IN

2() No

0() Not applicable

31c. IF NO:

Have you completed all your initial training requirements?

17- 1() Yes

() Other

WRITE IN

2() No

0() Not applicable

SKIP TO Q. 34a NEXT.

32. IF YES TO Q. 31a:

Are you in a Delayed Entry Program?

- 18- 1() Yes 2() No

9() Don't know (#34a NEXT)
0() Not applicable

33. IF YES TO Q. 31b:

Are you doing your specialty training right after basic training, or will you be doing that next year?

- 19- 1() Immediately after
 2() Next year

9() Don't know
0() Not applicable

IF RESPONDENT HAS NOT APPLIED TO JOIN MILITARY (Q. 22), ASK Q. 34b NEXT.

34a. IF HAVE APPLIED TO JOIN MILITARY (Q. 22), ASK:

Now I'd like you to think about what those people who are closest to you thought when you applied to the National Guard, the Active Military, or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most were very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased when you applied for the National Guard, Active Military or the Reserves?

- 20- 1() Very pleased
 2() Somewhat pleased
 3() Neither pleased nor displeased

4() Somewhat displeased
5() Very displeased
9() Don't know
0() Not applicable

SKIP TO Q. 35 NEXT.

34b. IF HAVE NOT APPLIED TO JOIN MILITARY (Q. 22), ASK:

Now I'd like you to think about what those people who are closest to you might think if you were to join the National Guard, the Active Military, or the Reserves. Some people think about their father, their mother, brothers or sisters, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard, the Active Military, or the Reserves?

- 21- 1() Very pleased
 2() Somewhat pleased
 3() Neither pleased nor displeased

4() Somewhat displeased
5() Very displeased
9() Don't know
0() Not applicable

35. Now I'm going to read you a list of statements. As I read each one, please tell me if you strongly agree with the statement, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the statement? READ LIST

		AGREE		DISAGREE			Don't Know
		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree	
	a. The National Guard or Reserves is a place to meet good friends and to make new and lasting friendships.	1()	2()	3()	4()	5()	9()-22
	b. I would be proud to be a member of the National Guard or the Reserves.	1()	2()	3()	4()	5()	9()-23
	c. In my spare time I prefer doing things with others rather than being by myself.	1()	2()	3()	4()	5()	9()-24
	d. The National Guard and the Reserves are highly respected in my community.	1()	2()	3()	4()	5()	9()-25
	e. The military life is a pretty lonely one.	1()	2()	3()	4()	5()	9()-26
	f. The National Guard and Reserves are needed to maintain order in times of civil disturbances and riots.	1()	2()	3()	4()	5()	9()-27
	g. The National Guard and Reserves are needed to help in floods and other such disasters.	1()	2()	3()	4()	5()	9()-28
	h. I like to become involved in projects in my community.	1()	2()	3()	4()	5()	9()-29
	i. I like to belong to organizations or groups which help me find more interesting things to do than being on my own.	1()	2()	3()	4()	5()	9()-30
	j. Our country is too militaristic.	1()	2()	3()	4()	5()	9()-31
	k. The National Guard or Reserves offers an opportunity to become involved in projects in my community.	1()	2()	3()	4()	5()	9()-32
	l. It is unnecessary for us to spend billions and billions of dollars each year for military preparations.	1()	2()	3()	4()	5()	9()-33

36. People give various reasons for wanting to do different things with their spare time. As I read each of the following, please tell me how important or unimportant the reason would be to you personally for deciding to do a particular thing — would it be very important, somewhat important, neither important nor unimportant, somewhat unimportant, or very unimportant to you personally:

		IMPORTANT			UNIMPORTANT		Don't Know
		Very	Somewhat	Neither	Somewhat	Very	
	a. Developing a sense of discipline.	1()	2()	3()	4()	5()	9()-34
	b. The opportunity to serve my community.	1()	2()	3()	4()	5()	9()-35
	c. Gaining recognition and status.	1()	2()	3()	4()	5()	9()-36
	d. Learning a new trade or specialty.	1()	2()	3()	4()	5()	9()-37
	e. Learning leadership skills.	1()	2()	3()	4()	5()	9()-38
	f. Meeting new kinds of people.	1()	2()	3()	4()	5()	9()-39

37. Now as I read you this list of statements again, please tell me if you think you would be more likely to accomplish each if you enlist in the National Guard or Reserves, or would you be more likely to accomplish it by some other part-time job or activity. Would the National Guard or the Reserves -- or another job or activity be much more likely or somewhat more likely to offer:

	Guard/Reserves			Other - Part-time Job Activity			Don't Know
	Much	Somewhat	Neither	Somewhat	Much		
a.	Developing a sense of discipline.	1()	2()	3()	4()	5()	9()-40
b.	The opportunity to serve my community.	1()	2()	3()	4()	5()	9()-41
c.	Gaining recognition and status.	1()	2()	3()	4()	5()	9()-42
d.	Learning a new trade or specialty.	1()	2()	3()	4()	5()	9()-43
e.	Learning leadership skills.	1()	2()	3()	4()	5()	9()-44
f.	Meeting new kinds of people.	1()	2()	3()	4()	5()	9()-45

38. Considering your situation, how likely or unlikely do you think the following things would be in the National Guard or Reserves? How likely is their occurrence? As I read each statement, please tell me if it would be very likely to exist or occur, somewhat likely, neither likely nor unlikely, somewhat unlikely, or very unlikely to exist or occur:

	LIKELY			NOT LIKELY			Don't Know
	Very	Somewhat	Neither	Somewhat	Very		
a.	Having a job that's not too demanding.	1()	2()	3()	4()	5()	9()-46
b.	Taking too much time away from your personal and social activities.	1()	2()	3()	4()	5()	9()-47
c.	Having military supervisors who would hassle or harass you.	1()	2()	3()	4()	5()	9()-48
d.	Losing a chance to progress toward a solid job and job security.	1()	2()	3()	4()	5()	9()-49
e.	Taking too much time away from your family during drills.	1()	2()	3()	4()	5()	9()-50
f.	Losing a chance for educational progress.	1()	2()	3()	4()	5()	9()-51
g.	Being in a position to be killed by others, in a disturbance or a war.	1()	2()	3()	4()	5()	9()-52
h.	Being called to active duty in case of civil disturbances or riots.	1()	2()	3()	4()	5()	9()-53
i.	Having problems with your job because of National Guard or Reserve obligations.	1()	2()	3()	4()	5()	9()-54
j.	Being called to active duty in case of war.	1()	2()	3()	4()	5()	9()-55

39a. And now a few questions for classification purposes. Are you:

- 56- 1() Married. 3() Widowed, divorced, or (#40 NEXT)
2() Single. (#40 NEXT) 4() Separated? (#41 NEXT)
8() Refused (#41 NEXT)

39b. IF MARRIED:

Is your spouse working?

- 57- 1() Yes } #41 NEXT 0() Not applicable
2() No }

40. IF SINGLE, WIDOWED OR DIVORCED TO #39a:

Are you planning to get married in the next 12 months?

- 58- 1() Yes 9() Don't know
2() No 0() Not applicable

41. What was the last grade of school or college your father completed?

- 59- 1() Less than high school graduate
2() High school graduate
3() Vocational/training school after high school
4() Some college
5() College graduate or more
9() Don't know; no father

42. Was your father a career military man?

- 60- 1() Yes 9() Don't know; no father
2() No

43. Not including yourself, how many dependents do you have?

- 61- 1() None 4() Three
2() One 5() Four
3() Two 6() Five or more
8() Refused

44. During your high school years, would you say you were an:

- 62- 1() A student. 4() D student, or
2() B student. 5() F student?
3() C student. 8() Refused
9() Don't recall

45. How many brothers and sisters do you have?

- 63- 1() None (#47a NEXT) 5() Four
2() One 6() Five
3() Two 7() Six or more
4() Three

46. IF ONE OR MORE BROTHERS/SISTERS:

How many are older than you?

- 64- 1() None 5() Four
2() One 6() Five
3() Two 7() Six or more
4() Three 0() Not applicable

47a. I'd like you to think of your two best male friends and your two best female friends. (PAUSE.) Have any of them joined the military or talked recently about going into the active military or the National Guard or Reserves?

65- 1() Yes 2() No (#48 NEXT)

47b. IF YES:

How many of these four friends have joined?

66-	1() None	4() Three
	2() One	5() Four
	3() Two	9() Don't know
		0() Not applicable

48. And just to be sure we are representing all groups in this survey, please tell me whether you would describe yourself as:

67-	1() Hispanic,	—() Other	WRITE IN
	2() American Indian or Alaskan Native,		
	3() Black, not of Hispanic origin,	8() Refused	
	4() Asian or Pacific Islander, or		
	5() White, not of Hispanic origin?		

49. CHECK QUESTION #15a, #15b, #15c (PAGE 4) AND Q. #22 (PAGE 5).
ONLY IF RESPONDENT ANSWERED NO TO ALL OF THESE QUESTIONS, SKIP TO Q. 50.

IF RESPONDENT ANSWERED YES TO Q. 15a OR 15b OR 15c OR 22, ASK:
We would be interested in talking further with you over the phone at another time,
and are offering \$15.00 for your participation in that further discussion. Are you
interested in the remaining part of this study?

68-	1() Yes	9() Don't know
	2() No	0() Not applicable

50. CHECK:

69- 1() Male 2() Female

70- —

71- —

72- —

73-79-(0)

80- (2)

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

INTERVIEWER ID # _____ DATE _____

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

October 1979
Job #8894
ARB #22-R0407

POSITIVE PROPENSITY RESPONDENT

LONGITUDINAL FOLLOW-UP STUDY — RELATIVE OF RESPONDENT

This information will be held completely confidential by our firm. Participation in the survey is voluntary and there will be no consequences for failure to respond to any particular questions.

RESPONDENT'S ID # (RECORD FROM CALL RECORD SHEET) _____ NEW: 1- ____ OLD: 4- ____

2- ____ 5- ____
3- ____ 6- ____

8- TARGET RESPONDENT REACHED 1() Yes 2() No
9- MONTH 1() October 2() November 3(x) December 4() January 7- ____

- 1a. Has he/she moved since December 1978?

10- 1() Yes 2() No 9() Don't know

- 1b. How old is (NAME PERSON)?

11-	01() 18	05() 22	09() 26
12-	02() 19	06() 23	10() 27
	03() 20	07() 24	00() Don't know
	04() 21	08() 25	

- 2. Is (NAME PERSON) currently attending any type of school or college?

13- 1() Yes 2() No 9() Don't know

- 3. Is (NAME PERSON) currently employed outside his/her home?

14- 1() Yes 2() No (#6a NEXT) 9() Don't know (#6a NEXT)

- 4a. IF YES

Is this job new since December 1978?

15- 1() Yes 9() Don't know
2() No 0() Not applicable

- 4b. How many hours a week does (NAME PERSON) regularly work?

16- _____ 99() Don't know
17- _____ 00() Not applicable

- 5. How long has (NAME PERSON) been employed there?

18- 1() Less than 6 months 4() More than 5 years
2() 6 months - 11 months 9() Don't know
3() 1 - 5 years 0() Not applicable

- 6a. Has (NAME PERSON) been accepted for military service?

19- 1() Yes 2() No (#12 NEXT) 9() Don't know (#12 NEXT)

- 6b. IF YES

Has (NAME PERSON) actually joined the military service since December 1978?

20- 1() Yes 2() No (#12 NEXT) 9() Don't know (#12 NEXT)

- 7. IF YES

Which service did (NAME PERSON) join?

21-	1() Army	4() Marines
	2() Air Force	5() Coast Guard
	3() Navy	9() Don't know
		0() Not applicable

RELATIVE - 2

8. Did (NAME PERSON) join the Active Forces, the National Guard, or the Reserves?

- | | | |
|-----|---------------------|---------------------|
| 22- | 1() Actives | 3() Don't know |
| | 2() National Guard | 0() Not applicable |
| | 3() Reserves | |

9. In what month and year did he/she join?

	1978		1979
23-	01() October	04() January	08() May
24-	02() November	05() February	09() June
	03() December	06() March	10() July
	99() Don't know	07() April	11() August
	00() Not applicable		12() September
			13() October
			14() November
			15() December

10. What is his/her current status? Is he/she:

- | | | |
|-----|--------------------------------------|---------------------|
| 25- | 1() Awaiting basic training, | 9() Don't know |
| | 2() Awaiting specialty training, or | 0() Not applicable |
| | 3() Completed all training? | |

11. Did (NAME PERSON) quit or take a leave of absence from his/her job?

- | | | |
|-----|-----------------------|---------------------|
| 26- | 1() Quit | 9() Don't know |
| | 2() Leave of absence | 0() Not applicable |

12. And now a few questions for classification purposes. Is (NAME PERSON):

- | | | |
|-----|----------------------------|-----------------|
| 27- | 1() Married, | 8() Refused |
| | 2() Single, | 9() Don't know |
| | 3() Widowed, divorced, or | |
| | 4() Separated? | |

13. Not including (NAME PERSON), how many dependents does he/she have?

- | | | |
|-----|------------|-------------------|
| 28- | 1() None | 5() Four |
| | 2() One | 6() Five or more |
| | 3() Two | 8() Refused |
| | 4() Three | 9() Don't know |

14. In what way are you related to (NAME PERSON)?

- | | | | |
|-----|---------------|----------------------|--------------|
| 29- | 01() Mother | 06() Uncle | 11() Friend |
| 30- | 02() Father | 07() Mother-in-law | 12() Spouse |
| | 03() Sister | 08() Father-in-law | 13() Child |
| | 04() Brother | 09() Sister-in-law | _() Other |
| | 05() Aunt | 10() Brother-in-law | |

WRITE IN

15. And just to be sure we are representing all groups in this survey, please tell me whether (NAME PERSON) would describe himself/herself as:

- | | | | |
|-----|---|-----------------|----------|
| 31- | 1() Hispanic, | () Other | |
| | 2() American Indian or Alaskan Native, | | WRITE IN |
| | 3() Black, not of Hispanic origin, | 8() Refused | |
| | 4() Asian or Pacific Islander, or | 9() Don't know | |
| | 5() White, not of Hispanic origin? | | |

32- SEX OF TARGET RESPONDENT: 1() Male 2() Female

33- SEX OF RELATIVE OR FRIEND ANSWERING QUESTIONNAIRE: 1() Male 2() Female

34- 35- 36-79-(0) 80-(9)

RESPONDENT

PHONE

ADDRESS

ZIP

INTERVIEWER ID #

DATE

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

February 1980
Job #6894
OMB #22-R0407

NEGATIVE PROPENSITY RESPONDENT
LONGITUDINAL FOLLOW-UP STUDY — TARGET RESPONDENT

Hello, I'm _____ from Associates for Research in Behavior in Philadelphia. We talked with you last year during an opinion study we did for the Federal Government. We would like to thank you again for your help then. We are calling some people back with a much shorter questionnaire, to learn what has happened in the last year and how they feel, now. We know, from talking with others, that some situations and some opinions change and others do not. What we are interested in is how you feel now.

Any information you give us is held completely confidential by our firm. Participation in the survey is voluntary and there will be no consequences for failure to respond to any particular questions.

RESPONDENT'S ID # (RECORD FROM CALL RECORD SHEET): _____ NEW: 1- _____ OLD: 4-
- RELATIVE REACHED: 1() Yes 2() No 2- _____ 5-
- MONTH: 1() October 2(X) November 3() December 4() January 3- _____ 6-
7- _____

1a. Have you moved since November 1978?

11- 1() Yes 2() No

1b. How old are you?

11-	1() 18	4() 21	7() 24
	2() 19	5() 22	8() 25
	3() 20	6() 23	9() 26
			0() 27

2. Are you currently attending any type of school or college?

12- 1() Yes (#4 NEXT) 2() No

3. IF NO:

Are you planning to attend any type of school or college in the next year or so?

13- 1() Yes 9() Don't know (#7 NEXT)
2() No (#7 NEXT) 0() Not applicable

4. IF YES IN #2 OR #3:

What type of school are you attending/planning to attend?

14- 1() High school
2() Vocational training school after high school (#6 NEXT)
3() Two-year college (#6 NEXT)
4() Four-year college (#6 NEXT)
5() Graduate or professional school (#7 NEXT)
9() Don't know (#7 NEXT)
0() Not applicable

5. IF HIGH SCHOOL:

Do you plan to go on to vocational training or college after high school?

15- 1() Yes } #7 NEXT 9() Don't know (#7 NEXT)
2() No } 0() Not applicable

6. IF COLLEGE OR VOCATIONAL TRAINING IN #4:

How many courses are you taking/planning to take per semester?

6- 1() One 4() Four
2() Two 5() Five
3() Three 6() Six or more
9() Don't know
0() Not applicable

7. How difficult do you think it is for someone in your type of work to find a job where you live? Is it:

- 17- 1() Very difficult.
2() Somewhat difficult,
3() Somewhat easy, or
4() Very easy?
- 9() Don't know

8. Now I'm going to read you a list of several things which young people your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (READ STATEMENT)? Would you say definitely, probably, probably not, or definitely not?

	Definitely	Probably	Probably Not	Definitely Not	DK/ Not Sure
a. Working in a factory	1()	2()	3()	4()	9() -15
b. Working at a desk in a business office	1()	2()	3()	4()	9() -11
c. Working as a salesperson	1()	2()	3()	4()	9() -
FOR STATEMENTS d THROUGH i, START WITH STARRED ITEM FIRST; ROTATE THRU REMAINDER.					
d. Serving in the Army National Guard	1()	2()	3()	4()	9() -21
e. Serving in the Air National Guard	1()	2()	3()	4()	9() -22
f. Serving in the Army Reserve	1()	2()	3()	4()	9() -23
g. Serving in the Air Force Reserve	1()	2()	3()	4()	9() -24
h. Serving in the Marine Corps Reserve	1()	2()	3()	4()	9() -25
i. Serving in the Navy Reserve	1()	2()	3()	4()	9() -26
STATEMENT j IS ALWAYS ASKED LAST.					
j. Serving in the active military	1()	2()	3()		9() -27

9. Since November 1978, have you talked with your parents, brothers or sisters, spouse, friends, or employer about joining the military?

- 28- 1() Yes 2() No 3() Don't recall } #11 NEXT

10. Was that with your:

	Yes	No	N/A
Mother	1()	2()	9() -29
Father	1()	2()	9() -30
Spouse, father or steady friend	1()	2()	9() -31
Other friends	1()	2()	9() -32
Brothers or sisters	1()	2()	9() -33
Employer	1()	2()	9() -34

- | | | | |
|-----|---|------------------------------|--|
| 11. | Have you sent for literature about the military services since November 1978? | | |
| 35- | 1() Yes | 9() Don't remember | |
| | 2() No | | |
| 12. | Have you attended an open house for any of the military units in your area since November 1978? | | |
| 36- | 1() Yes | 9() Don't remember/not sure | |
| | 2() No | | |
| 13. | Have you talked to a recruiter for one of the military services since November 1978? | | |
| 37- | 1() Yes | 9() Don't remember/not sure | |
| | 2() No | | |
| 14. | Have you actually applied to join the military since November 1978? | | |
| 38- | 1() Yes | 2() No (#19 NEXT) | |

IF YES:

15. Have you taken a physical or written test for military service since November 1978?

39- 1() Yes 0() Not applicable
2() No (#18 NEXT)

IF YES:

16. Were you accepted for military service?

40- 1() Yes 0() Not applicable
2() No (#18 NEXT)

IF YES:

17. Have you actually joined the military since November 1978?

41- 1() Yes 2() No
0() Not applicable

18. IF HAVE APPLIED TO JOIN MILITARY (Q. 14), ASK:

Now I'd like you to think about what those people who are closest to you thought when you applied to the National Guard, the Active Military, or the Reserves. Some people think about their father, their mother, sisters or brothers, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most were very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased when you applied for the National Guard, Active Military or the Reserves?

42- 1() Very pleased 4() Somewhat displeased
2() Somewhat pleased 5() Very displeased
3() Neither pleased nor displeased 9() Don't know
0() Not applicable

SKIP TO Q. 20 NEXT.

19. IF HAVE NOT APPLIED TO JOIN MILITARY (Q. 14), ASK:
Now I'd like you to think about what those people who are closest to you might think if you were to join the National Guard, the Active Military, or the Reserves. Some people think about their father, their mother, brothers or sisters, a husband or wife, best friends, or about employers or coworkers. When you think about those who matter most to you, do you think most would be very pleased, somewhat pleased, neither pleased nor displeased, somewhat displeased, or very displeased if you were to enlist in the National Guard, the Active Military, or the Reserves?

- 43- 1() Very pleased 4() Somewhat displeased
 2() Somewhat pleased 5() Very displeased
 3() Neither pleased nor displeased 9() Don't know
 0() Not applicable

20. And now a few questions for classification purposes. Are you:

- 44- 1() Married 3() Widowed, divorced, or (#22 NEXT)
 2() Single, (#22 NEXT) 4() Separated? (#23 NEXT)
 8() Refused #23 NEXT)

21. IF MARRIED:

Is your spouse working?

- 45- 1() Yes } #23 NEXT 0() Not applicable
 2() No }

22. IF SINGLE, WIDOWED OR DIVORCED TO #20:

Are you planning to get married in the next 12 months?

- 46- 1() Yes 9() Don't know
 2() No 0() Not applicable

23. I'd like you to think of your two best male friends and your two best female friends. (PAUSE.) Have any of them joined the military or talked recently about going into the active military or the National Guard or Reserves?

- 47- 1() Yes 2() No (#25 NEXT)

24. IF YES:

How many of these four friends have joined?

- 48- 1() None 4() Three
 2() One 5() Four
 3() Two 9() Don't know
 0() Not applicable

25. CHECK:

- 49- 1() Male 2() Female

50-__

51-__

52-__

53-~~74~~(0)

80- (1)

RESPONDENT _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

INTERVIEWER ID # _____ DATE _____

Associates for Research in Behavior, Inc.
3401 Market Street
Philadelphia, Pennsylvania 19104

February 1980
Job #8894
QBS #22-RD407

NEGATIVE PROPENSITY RESPONDENT
LONGITUDINAL FOLLOW-UP STUDY — RELATIVE OF RESPONDENT

This information will be held completely confidential by our firm. Participation in the survey is voluntary and there will be no consequences for failure to respond to any particular questions.

RESPONDENT'S ID # (RECORD FROM CALL RECORD SHEET) _____ NEW: 1- _____ OLD: 4- _____
2- _____ 5- _____
3- _____ 6- _____

8- TARGET RESPONDENT REACHED: 1() Yes 2() No
9- MONTH: 1() October 2(x) November 3() December 4() January 7- _____

1a. Has he/she moved since November 1978?

10- 1() Yes 2() No 9() Don't know

1b. How old is (NAME PERSON)?

11- 01() 18	05() 22	09() 26
12- 02() 19	06() 23	10() 27
13- 03() 20	07() 24	00() Don't know
14- 04() 21	08() 25	

2. Is (NAME PERSON) currently attending any type of school or college?

13- 1() Yes 2() No 9() Don't know

3. Is (NAME PERSON) currently employed outside his/her home?

14- 1() Yes 2() No (#6a NEXT) 9() Don't know (#6a NEXT)

4a. IF YES:

Is this job new since November 1978?

15- 1() Yes 9() Don't know
2() No 0() Not applicable

4b. How many hours a week does (NAME PERSON) regularly work?

16- _____ 99() Don't know
17- _____ 00() Not applicable

5. How long has (NAME PERSON) been employed there?

18- 1() Less than 6 months 4() More than 5 years
2() 6 months - 11 months 9() Don't know
3() 1 - 5 years 0() Not applicable

6a. Has (NAME PERSON) been accepted for military service?

19- 1() Yes 2() No (#7 NEXT) 9() Don't know (#7 NEXT)

6b. IF YES:

Has (NAME PERSON) actually joined the military service since November 1978?

20- 1() Yes 2() No (#7 NEXT) 9() Don't know (#7 NEXT)

RELATIVE - 2

7. And now a few questions for classification purposes. Is (NAME PERSON):

- | | | |
|-----|----------------------------|-----------------|
| 21- | 1() Married, | 8() Refused |
| | 2() Single, | 9() Don't know |
| | 3() Widowed, divorced, or | |
| | 4() Separated? | |

8. Not including (NAME PERSON), how many dependents does he/she have?

- | | | |
|-----|------------|-------------------|
| 22- | 1() None | 5() Four |
| | 2() One | 6() Five or more |
| | 3() Two | 8() Refused |
| | 4() Three | 9() Don't know |

9. In what way are you related to (NAME PERSON)?

- | | | | |
|-----|---------------|----------------------|--------------|
| 23- | 01() Mother | 06() Uncle | 11() Friend |
| 24- | 02() Father | 07() Mother-in-law | 12() Spouse |
| | 03() Sister | 08() Father-in-law | 13() Child |
| | 04() Brother | 09() Sister-in-law | —() Other |
| | 05() Aunt | 10() Brother-in-law | WRITE IN |

25- SEX OF TARGET RESPONDENT:

1() Male 2() Female

26- SEX OF RELATIVE OR FRIEND ANSWERING QUESTIONNAIRE:

1() Male 2() Female

27- 28- 29-79-(0) 80-(2)

RESPONDENT _____ PHONE _____

ADDRESS _____ CITY _____ ZIP _____

INTERVIEWER ID # _____ DATE _____

